JUNE 14, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly News of Radio

Broadcast Advertising

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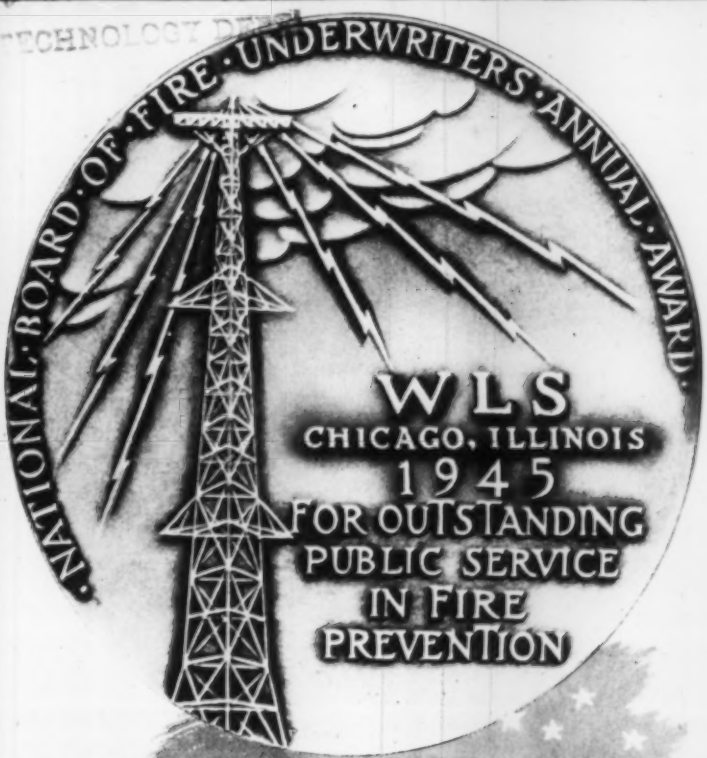


A Word of THANKS

to our listeners, whose responsiveness and cooperation made possible this award for WLS: this year's $500 Gold Medal from the National Board of Fire Underwriters, for outstanding radio service in fire prevention.

CONGRATULATIONS to "Dinnerbell Time" and Arthur C. Page, who have given many hours, for many years, to the reduction of farm loss from fire.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

BURRIDGE D. BUTLER, *President;* GLENN SNYDER, *Manager.* 50,000 watts, 890 KC, American Affiliate. *Represented by* JOHN BLAIR & COMPANY
Affiliated in Management with **KOY**, *Phoenix, and the* ARIZONA NETWORK — **KOY**, *Phoenix,* ★ **KTUC**, *Tucson* ★ **KSUN**, *Bisbee-Lowell-Douglas*

XUM

Europe through A Woman's Eyes . . .

Kathryn Cravens, *first woman radio correspondent accredited to any theater of war,* is now in Europe as official, exclusive WOL reporter. She is the first woman correspondent to go overseas for an individual radio station.

War has made the once-remote countries of Europe our next-door neighbors. Kathryn Cravens' assignment is to help WOL listeners become better acquainted with the customs and viewpoints of these neighbors . . . to report on the progress of rehabilitation and on conditions in Europe, so that factually-informed Americans will be able to work more effectively toward permanent peace.

Author-columnist-commentator Cravens (shown above with WOL program director David Harris as they made a final recheck of her European itinerary) is well suited for the job for which she has been commissioned. She attained widespread fame as the nation's first woman network news commentator, with her Pontiac-sponsored coast-to-coast program of "News Through A Woman's Eyes."

Sending a nationally-known correspondent overseas to bring our listeners an eye-witness picture of postwar Europe is just one more step in WOL's expansion into large-scale public service programming . . . one more evidence of our determination to be known, in deed as in name, as "The Voice of Washington."

A Cowles Station

WOL

"THE VOICE OF WASHINGTON"

BASIC MUTUAL
Washington, D. C.

Represented nationally by
The Katz Agency, Inc.

WSIX

LEADS WITH AN INCREASE OF 81.5%

The tape snaps . . . and WSIX, with an increase of 81.5% for the two years ending in January, wins the Hooper all-day average race in the Nashville area! . . . Today, WSIX offers: (1) The best daytime Hooperating of any station in Nashville. (2) Top shows of BOTH the AMERICAN and MUTUAL Networks. (3) A low unit cost. (4) A booming market in the heart of industrial, agricultural Tennessee. AND there are over a million potential buyers for your product in the WSIX territory who believe in "backing the winner" by spending their money.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN

5000 WATTS

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

MUTUAL

980 KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

IT MAY BE STRETCHING a bit, but, according to Washington's rumor whirligig, a broadcaster may be next Secretary of the Treasury. Jesse Jones, Texas banker, publisher, politician and former Secretary of Commerce, is the "broadcaster" mentioned. He visited with President Truman last Wednesday. Among his other holdings, Mr. Jones is said to be identified with Houston radio station ownership.

FCC ISN'T GOING to lose any time getting out its final FM and television allocations. Action will come swiftly following brief "oral arguments" next Friday (June 22). Whether it's alternative one, two or three, Commission will act so that final allocations will come this month.

IT MAY BE SOME weeks before American Broadcasting Co. (nee Blue) sets up its permanent Washington organization. Donald Withycomb has left that post after two months, may leave network soon to return to station field. Whatever happens, Ken Berkeley, general manager of WMAL, American Washington outlet, will continue to double in brass as head of Washington programming operations.

FINAL PERSONNEL structure for Broadcast Measurement Bureau still was under discus-

(*Continued on page 78*)

Upcoming

June 18-19: NAB Public Relations Executive Committee, Hotel Roosevelt, New York.

June 19: FMBI Board, Waldorf-Astoria, N. Y.

June 20: Oral Argument before FCC, Washington, proposed allocations below 25 mc.

June 20-21: NAB Code Committee, Hotel Roosevelt, New York.

June 22: Oral Argument before FCC on proposed alternates 44-108 mc involving FM, television allocations.

Bulletins

NEW 200,000 w international shortwave transmitter operated by CBS for OWI at Delano, Cal., went into operation Friday, beaming American psychological warfare messages toward Japan and Japanese-occupied countries. Two 50,000 w transmitters at Delano, operating since last fall under OWI and OIAA auspices, will be coordinated with the 200 kw transmitter.

NORBURT O'BRIAN, for seven years manager of radio for J. P. McKinney & Sons, New York, on June 20 becomes commercial manager of WCOP Boston, now a Cowles Broadcasting Co. outlet. He will be succeeded at McKinney by John Livingston, formerly with William Rambeau Co., Chicago.

Business Briefly

PHARMACRAFT SPONSORS ● Pharmacraft Corp., New York (Fresh deodorant), soon starts sponsorship of *Counterspy*, which until June 27 will be sponsored by Mail Pouch Tobacco. Series is broadcast Wednesday, 10-10:30 p.m., on American-Blue. Agency is Young & Rubicam, New York.

BENDIX SERIES STARTS ● Bendix Aviation Corp., Detroit, on June 17 started a half-hour series on CBS, 7-7:30 p.m., titled *Men of Vision*. Programs dramatize personalities in aviation. Series will run 26 weeks, with second 13 weeks probably in another time. Grant Adv., New York is agency.

MARS GOES DRAMATIC ● Mars Inc., Chicago (candy), on July 4 begins 52-week dramatic half-hour on 64 American stations, 9-9:30 p.m. EWT Wednesdays. Harry Holcombe, radio director of Grant Adv., Chicago, placing account, will direct.

KRANKS MAN-ON-STREET ● Consolidated Royal Chemical Corp., Chicago (Krank's Shave Kreem) on June 13 started sponsorship of a Man-on-the-Street program Wednesdays and Fridays, 6:15-6:30 p.m., EWT, on WOR New York. On June 23 same firm begins thrice-weekly participation in the Arthur Godfrey program on WABC New York, 6:30-7:45 a.m., EWT. Contracts, for 13 weeks, placed by Russel M. Seeds Co., Chicago.

Crosley-WLW Sale Nears Completion

WLW CINCINNATI, the country's top independent station, would pass from the ownership of Powel Crosley Jr. to the Aviation Corp. under a transaction which was in the final phases last Friday. The giant aeronautical concern would acquire control of the Crosley manufacturing and broadcasting operations.

The WLW transfer will be subject to FCC approval. Also in the deal is proposed acquisition by Crosley Corp. of WINS New York for $1,700,000, plus $400,000 in station time, from Hearst Radio Inc. The WINS sale awaits FCC hearing and action.

While there was no announcement last week as to price, it was understood approximately 63% of the Crosley Corp. stock, held by Powel Crosley Jr. and his family, would be procured for about $22,000,000. This would represent an overall price of some $30,000,000 for Crosley Corp., if additional stock is acquired. The price was understood to be pegged at $40 per share—roughly the present market.

Detailed Study

Representatives of Aviation Corp., of which Victor Emanuel, New York industrialist, is chairman, were in Washington last Thursday and Friday to discuss the station aspects with members of the FCC. Work progressed on contract and the application forms over the weekend and were to be concluded this week. Applications for assignment will be filed as soon as the transaction is closed.

Observations from members of the FCC and its staff, who were informed of the transaction, indicated a detailed study of the transfer. Option held by Aviation Corp. was to expire today (June 18), but an extension was indicated in view of the necessity of FCC approval of the transfer of licenses involving not only WLW and WINS, but also the Crosley shortwave operations in Cincinnati and experimental relay and collateral licenses. The FCC already had decided on exhaustive study of the Crosley-WINS transaction [BROADCASTING, June 11].

Word of the sales negotiations first was published by BROADCASTING last week [CLOSED CIRCUIT, June 11]. Aviation Corp., one of the largest entities in the aviation field, in addition to its widespread manufacturing activities, holds 59.3% of New York Shipbuilding Corp., nearly 30% of Consolidated Vultee Aircraft Corp., approximately 25% of American Airlines, and more than 9% of Pan American Airways. It did upwards of $1,200,000,000 last year, and had a backlog of more than $2,000,000,000 in orders. The company had assets at the close of its last fiscal year of $36,000,000, and net profits in excess of $3,000,000.

Crosley Corp. manufacturing operations include its five radio set plants in Cincinnati and a large home refrigeration plant in Richmond, Ind.

Aviation Corp., it is understood, would continue the present personnel and management of both the Crosley broadcasting and manufacturing operations. James D. Shouse is vice-president of Crosley in charge of broadcast operations, which include international shortwave facilities, and Robert E. Dunville is vice-president and general sales manager of WLW. Heading the manufacturing operations is R. C. Cosgrove, vice-president, and also president of the Radio Manufacturers Assn.

Will File Application

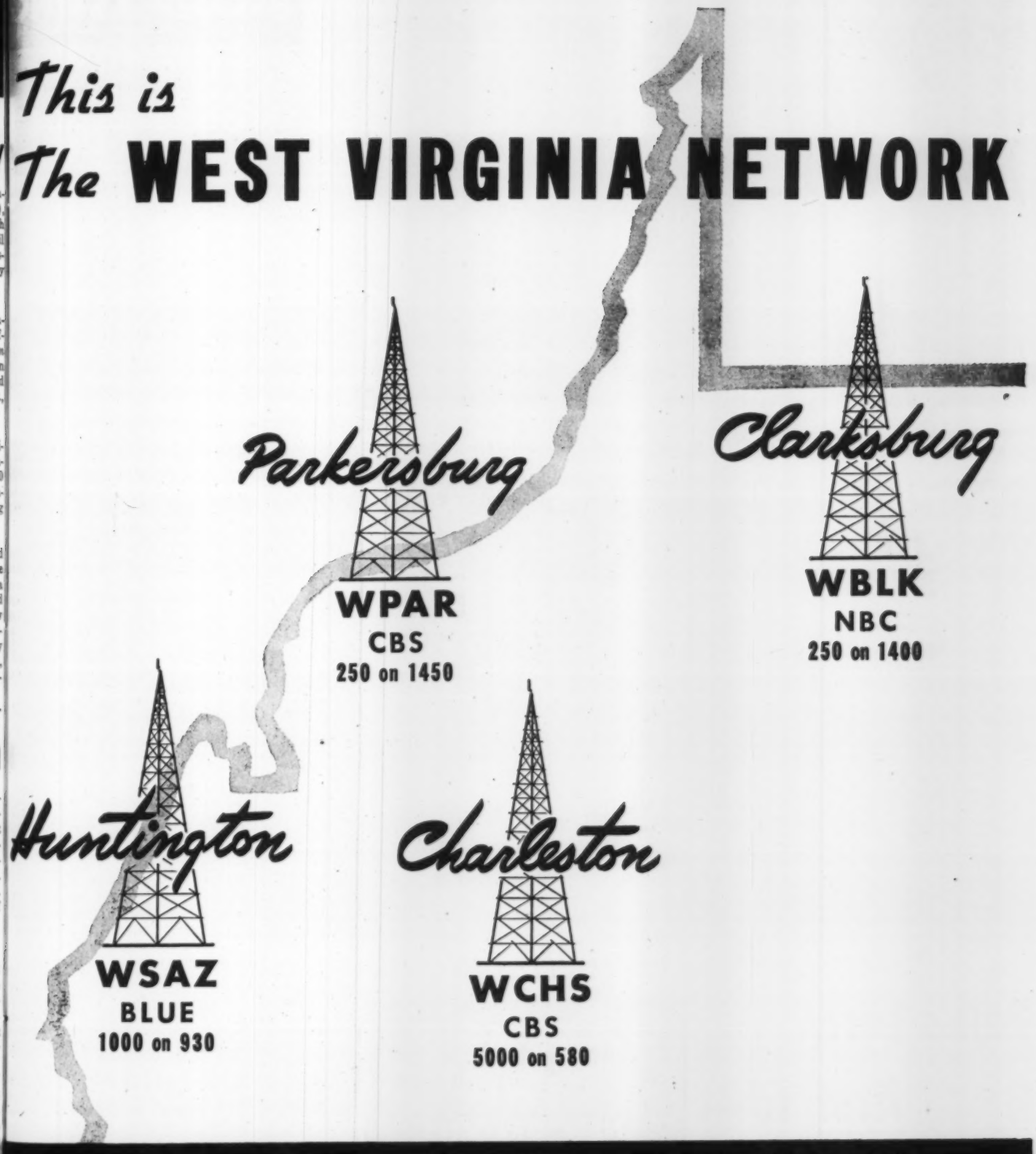
R. S. Pruitt, vice-president, secretary and general counsel of Aviation Corp., headed the group which apprised FCC members of the transaction last week. Members of the Commission, it is understood, were advised that the appropriate applications for the transfer would be filed promptly.

The precise valuation placed upon WLW was not available, since the acquisition would involve purchase of control of the licensee corporation as a whole, rather than the radio properties individually. WLW last year grossed in excess of $4,000,000, according to trade estimates.

Powel Crosley Jr., 59, operated the Precision Equipment Co., automobile accessories firm, 25 years ago when he entered the phonograph manufacturing field. In 1923 he started WLW as a 5 w station and a year later organized the Crosley Radio Corp., manufactur-

(*Continued on page 78*)

This is The WEST VIRGINIA NETWORK



THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY

In famed courtyards of New Orleans . . .

On front porches in Mississippi . . .

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

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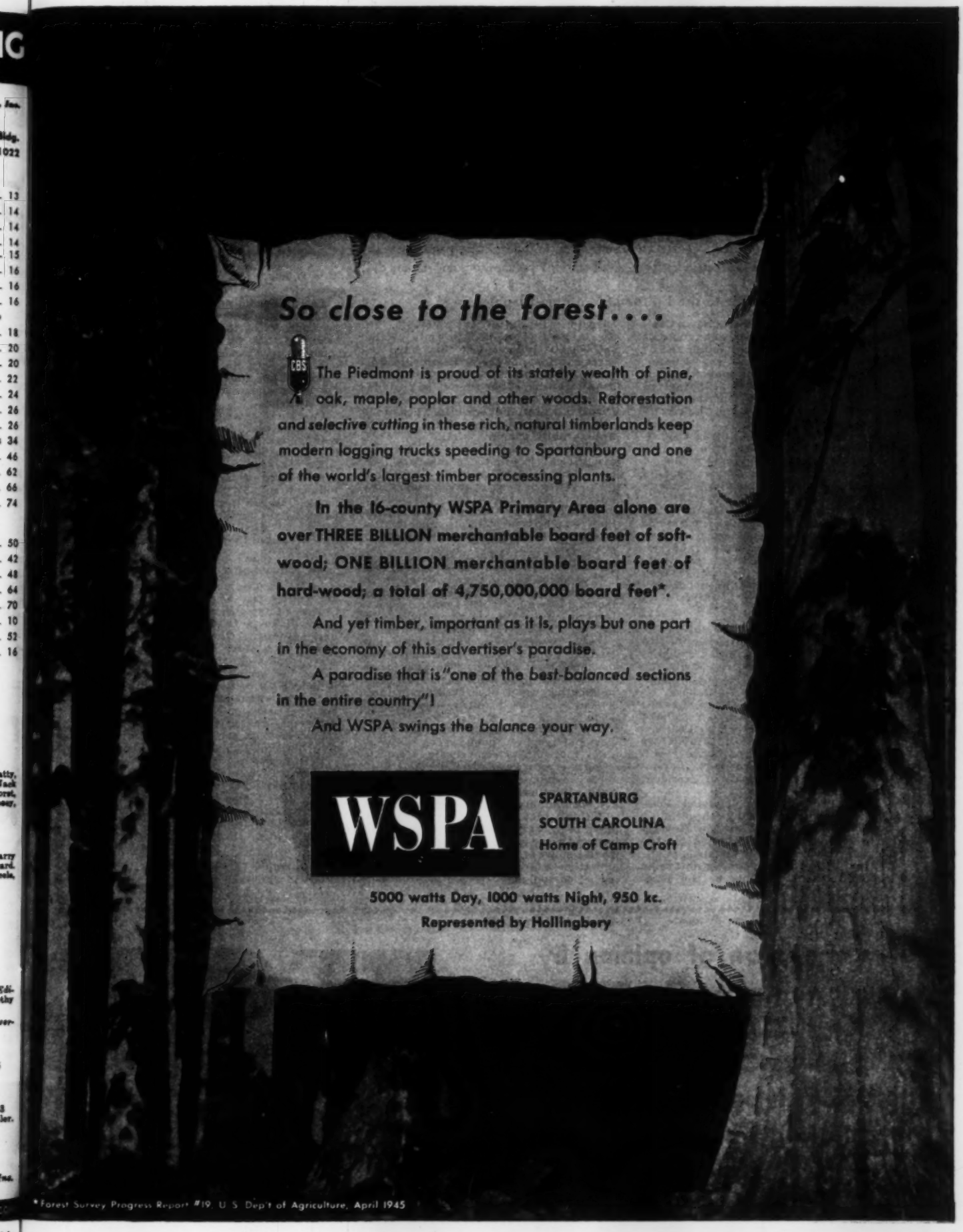

So close to the forest....
CBS
The Piedmont is proud of its stately wealth of pine, oak, maple, poplar and other woods. Reforestation and selective cutting in these rich, natural timberlands keep modern logging trucks speeding to Spartanburg and one of the world's largest timber processing plants.
In the 16-county WSPA Primary Area alone are over THREE BILLION merchantable board feet of soft-wood; ONE BILLION merchantable board feet of hard-wood; a total of 4,750,000,000 board feet*.
And yet timber, important as it is, plays but one part in the economy of this advertiser's paradise.
A paradise that is "one of the best-balanced sections in the entire country"!
And WSPA swings the balance your way.
WSPA
SPARTANBURG
SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night, 950 kc.
Represented by Hollingbery
*Forest Survey Progress Report #19, U. S. Dep't of Agriculture, April 1945

REPRINT

From the Editorial Page of the St. Louis Post-Dispatch Thursday, June 7, 1945

A Radio Man on Plug-Ugly Campaign

The Mirror of Public Opinion

Member of NAB News Committee agrees with many Post-Dispatch views on middle commercials; he commends the way this newspaper has offered a constructive suggestion in the industry's interest without a blanket indictment of all stations' policies, as some papers did.

A Letter to the Editor of the Post-Dispatch

As a member of the NAB News Committee that drafted the recent proposals for improved news programming and as a broadcaster of 20 years' experience, I agree with many of your contentions for improved standards. I think that, given a reasonable amount of time, the majority of the stations will adopt the recommended policy changes.

Some few newspapers among the minority which feel a God-given right to exclusivity in journalism, have published editorials based upon your campaign against so-called "plug-uglies" in news broadcasts.

More often than not, these editorials go astray from the original contentions of the Post-Dispatch and become, in fact, blanket indictments against all radio stations' news policies. Most of these publishers, however, quote the Post-Dispatch sufficiently to imply that the responsibility rests with your paper rather than their own.

What Anti-Radio Papers Omit

These newspapers which are quick to accept the editorials against plug-uglies and to attach thereto their own many interpretations, plus many other editorials aimed at broadcasting, have remained conspicuously aloof from printing any of the subsequent editorials of the Post-Dispatch or other publications which have recently accorded generous tributes to broadcasting, particularly with regard to its service to the public in handling the news of the death of President Roosevelt.

In contrast, the much-quoted Post-Dispatch, along with many other leading publications, joined with the Government leaders in praising radio for the service rendered in this instance.

I find little tendency among anti-radio papers to carry reprints of the Post-Dispatch editorial of April 10, 1945, "In the Interest of Radio," in spite of the enthusiastic indorsement they have accorded to some of the articles critical of radio which the Post-Dispatch has published. Perhaps the reason is obvious, if we read an excerpt from the Post-Dispatch editorial of April 10. This, mind you, is written by one of the nation's leading daily papers:

"We repeat that radio has done a magnificent job in the transmission of news, to the point that many people prefer to get their news over the radio rather than through the columns of the daily newspaper. New techniques, such as the roundups of capitals and battlefronts, have brought the war vividly to every household.

Stations Want to Improve

"Too much praise cannot be given to the networks for designing these new techniques and for the general excellence of the newscasts themselves. By the very nature of its medium, radio's superiority over newspapers in the immediate transmission of important news has long been obvious. The newspaper 'extra,' once the fastest means of communicating news of extraordinary importance, is just about as dead as the dodo."

We of radio have no fears, as we believe our record of public service in wartime more than compensates for the human errors we may make. As an industry composed, in the main, of men with a high sense of public responsibility, we can admit and correct our errors.

I think that the majority of stations have been cognizant of the need for improving their standards, and had taken initial steps at least, to accomplish this objective before the Post-Dispatch started its campaign.

This may not be true of the networks. There are many stations carrying network commitments in news programs that are in violation of these stations' local policies, a condition which may take a longer amount of time to rectify than in the case of their local originations, but which just as surely will be corrected. I note that you, too, admit this difficulty in your own NBC-affiliated station, KSD.

The anti-radio newspaper is untrue to itself, for the people judge the newspaper industry by this minority, instead of realizing that by far the majority of modern newspapers work in close cooperation with their standards, and has taken initial steps, news, and that each has its permanent place in service in our democracy.

In spite of the paper shortage, insufficient help and other wartime problems, newspapers are, in the main, rendering the finest service in their history to American readers. While radio, by the very nature of its fast means of communication, may get there first with the news, a no less important service is rendered by the newspaper, which provides a more detailed coverage, plus a permanent record of the news for future perusal.

Same News Sources for Radio, Press

As for accuracy, newspapers and radio are on a par. Excluding purely local sources of news, they rely upon the same agencies for news of national and international import. The same press associations which serve the newspapers also serve radio. If there is an error, as sometimes occurs, both newspapers and radio are the victim. The only difference is that by virtue of radio's ability to get out the news quickly, newspapers are sometimes spared the pain of error, in that correction comes over the wire before the time of publication.

Both newspaper and radio have a big job to do. Their responsibility is increased manyfold as a result of the war. Regardless of the individual attitudes of publishers and radio men, the incomparable job that each does for the public is augmentative and not competitive.

REX HOWELL,
Managing Director, Station KFXJ.
Grand Junction, Colo.

This expression of opinion by Mr. Rex Howell, managing director of Station KFXJ and member of the NAB News Committee, is reprinted with his permission for the attention of all who may be interested in news broadcasting and the refinement of radio.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

The Swing

The SWING and FOLLOW-THROUGH are important factors in holding down *listener costs* as well as golf scores.

In the responsive Atlanta market there has been a steady SWING of listeners to WAGA. Through WAGA you reach them as surely and swiftly as a champion golfer sends a winning shot down the fairway to the green.

FOLLOW THROUGH and JOIN THE SWING to WAGA. You'll like the way the score adds up in your sales tally.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

ver see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln - - we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Feature of the Week

IN THE LOBBY of the Hotel New Yorker, a dozen years ago, a diminutive bell-hop caught the attention of one of Manhattan's advertising executives. The bell-hop—a midget of 47 inches tall—was called over and told to page a "Mr. Philip Morris". The hotel lobby rang with a now famous voice as "Johnny" vainly tried to earn the 50-cent tip pressed into his palm.

Returning to report his failure to the agency executive—Milton Biow, president of the agency bearing his name—Johnny learned that he had been "auditioned," and had passed with flying colors. He left his $15 a week page-boy job to become a living trade mark in radio for Philip Morris Co., one of the major cigaret advertisers on the air. His personality was also to become a feature of all Philip Morris space ads which had already established the page-boy trade mark.

Living Trademark

Johnny appears to be radio's only nationally-known living vocal trademark and the only living trademark year-in-year-out in any media. Probably the nearest approach to Johnny's renown as a live trademark was MGM's Leo the Lion, now dead. Elsie the Cow isn't in the same category, since there have been a sequence of "originals", bearing the name.

Terms of Johnny's contract with Philip Morris Co. are geared to his continually increasing commercial value.

Marlene and Johnny

The contract is life-time—believed to be one of the few in the industry—and calls for a basic salary of $20,000 a year.

His voice reportedly insured at $50,000 a year, Johnny has never missed more than one broadcast a year in his 12 years on the air. He pitches his radio call to a perfect "B-Flat" without musical cue.

Demands for Johnny's services are such that he needs a corps of understudies. Johnny handles the New York shows *It Pays to Be Ignorant* and *Crime Doctor*, both CBS, while a Johnny Jr. introduces the Hollywood NBC program *Johnny Presents Ginny Simms.* Other personally trained "Juniors" fill calls for personal appearances throughout the country.

Sellers of Sales

HERBERT GESREGAN, now media director for Marschalk & Pratt Co., New York, has been in the advertising business since his school days . . . when he took an NYU advertising course and promptly went to work for an agency.

In 1917, Mr. Gesregan joined Frank Senan Inc., New York, in the media department. After four years with that company, he went to a small agency which handled retail women's clothing accounts. As office manager, head of both the media and production departments there, Mr. Gesregan gained much valuable experience in all angles of agency work.

Shortly afterwards, he went to Pittsburgh and the Albert P. Hill agency, where he remained as media director and account executive for 17 years. It was while there that Mr. Gesregan put on what he believes was the first radio program staged from military camps, with military talent, during this war. In 1940, he handled the Clark Candy Bar quiz show and talent competition programs which ran 26 weeks, broadcasting each week from a different service camp.

HERB

Most active radio account now handled by Marschalk & Pratt is the *Esso Reporter*, sponsored by Standard Oil of New Jersey. Not currently active in radio is the Union Pharmaceutical Co. Inc., Bloomfield, N. J., maker of Saraka Laxative.

Mr. Gesregan also buys time for Esmond Mills, Esmond, R. I., baby blanket manufacturer, which is now using five-minute programs in four markets.

A native of Brooklyn, Mr. Gesregan lives with his wife and four children in Rockville Centre, L. I. His hobbies are golf and reading, in which his taste runs to whodunits.

YOU SELL WITH
WDEL
Wilmington
Delaware
Your advertising reaches a consistently prosperous area that's rich in industry and agriculture . . . Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.
5000 WATTS
day & night
All NBC top-flight programs plus effective, popular local programming . . . your assurance of profitable listener loyalty.
NBC BASIC STATION
Represented by
RAYMER

KNOW *towers over Austin like the Capitol Dome*

In the Austin market Station KNOW is the radio habit. For years listeners have turned automatically to 1490 on their dials for the best in radio.

At any hour of the day or night Hooper ratings show KNOW the leading Austin station, usually by a 2 to 1 margin.

Business is always good in Austin. Study these figures and you'll see that you can't afford to overlook this market in any Texas promotional campaign. Write for further information on the station, for hourly Hooper ratings or for any specific information you desire on the Austin market.

KNOW Market Data

Radio Families
Primary Area 78,223
Secondary Area 4,117
Total Radio Families (1940) 82,340

Population
Primary Area 312,905
Secondary Area 16,469
Total Population (1940) 329,374

AUSTIN AND TRAVIS COUNTY
Population 121,000
(Ration Book Holders in 1944)

Annual Income $71,359,000
Austin Population 106,000
(Ration Book Holders in 1944)
1153 Retail Stores
$40,861,000 Net Sales
114 Wholesale Eestablishments
$21,882,000 Net Sales
Bank Clearings $99,141,645
Agriculture-Ranching Center
92 Manufacturing Plants
26,103 Bank Depositors
23,140 Automobile Registrations
Home of the University of Texas, "Largest in the South" and 4 Major Colleges
Magnesium Production
Center of Hydro-Electricity Production and Distribution
Granite, Limestone, Masonry Materials and Clay Products Mined, Cut, Manufactured and Distributed.

K-N-O-W

BLUE—MUTUAL AND TEXAS STATE NETWORKS STATION

WEED & COMPANY, Representatives

New York, Boston, Chicago, Detroit, Hollywood, San Francisco

"But 11 a. m. is school time, you . . you . . you illiterate!"

● **Of course nobody but Thistlewaite ever would make the mistake of advertising to children on week-day mid-mornings! But we all know there are other less glaring errors possible to the user of spot broadcasting; mistakes such as appealing to housewives when their menfolk are monopolizing home receivers for a competing sports news broadcast, or aiming at farmers with a predominately "city" station.**

The avoidance of such pitfalls is only part of "Free & Peters Service" to spot broadcasters. Despite war conditions, that service is as efficient as ever. If you're considering "spots"—the most difficult but the best-paying branch of radio—a telephone call will start it rolling in your direction!

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

CHICAGO: 180 N. Michigan Franklin 6373 · NEW YORK: 444 Madison Ave. Plaza 5-4130 · DETROIT: 645 Griswold St. Cadillac 1880 · SAN FRANCISCO: 111 Sutter Sutter 4353 · HOLLYWOOD: 6331 Hollywood Hollywood 2151 · ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 26 WASHINGTON, D. C., JUNE 18, 1945 $5.00 A YEAR—15c A COPY

Truman Nominates Wills to Succeed Case

'Just One Party Man Replacing Another'

(*Editorial, Page 42*)

PRESIDENT Truman last week nominated 62-year-old William Henry Wills of Bennington, Vt., former Republican Governor of Vermont, to suceed the veteran Gov. Norman S. Case on the FCC for a seven-year term beginning July 1.

Sponsored by his fellow-Vermonter, Sen. Warren R. Austin, minority member of the Interstate Commerce Committee, Gov. Wills told BROADCASTING by long-distance telephone that he plans to report for duty on Aug. 1, providing Senate confirmation is forthcoming.

At a news conference Wednesday morning President Truman announced the nomination, saying it was merely one Republican taking the place of another. He could not be accused of playing politics up there, the President added, because certainly everyone would agree that Vermont is a Republican State.

Sent to Senate

Two hours later the nomination went to the Senate. Inasmuch as Chairman Burton K. Wheeler (D-Mont.) of the Interstate Commerce Committee had not returned until late last week from a communications inspection tour of Europe, no hearing on the nomination had been set. It is likely, however, that a hearing will be called, since some opposition to Gov. Wills may arise. Moreover, it has been customary for the Wheeler Committee to hold hearings on FCC nominations, either executive or open.

Only last Monday Sen. Wallace H. White Jr. (R-Me.), Minority Leader, called at the White House to endorse personally the reappointment of Gov. Case. It is under stood that Sen. White told President Truman that Mr. Case had not only his personal endorsement but that of other ranking minority members of the Senate.

First opposition to Gov. Case, who has served on the Commission since its creation in 1934, came several weeks ago when it was learned that his old political foe, Sen. Theodore F. Green (D-R. I.), was fostering the nomination of a New York Republican. Whether Sen. Green, long a leader in the Democratic party, had anything to do with the naming of Gov. Wills to the post could not be learned.

Sen. Austin made it plain, however, on June 8 that he was pulling for his friend and former Governor, Mr. Wills [BROADCASTING, June 11]. At that time he declined to confirm or deny reports that Gov. Wills was to succeed Gov. Case, although he expressed the "hope" that the nomination would go through.

In radio circles the question repeatedly was asked why Sen. Austin, a staunch Republican, should have backed the candidacy of one Republican against another. One explanation offered was that more or less traditionally, retiring governors of the New England states are candidates for the Senate. Sen. Austin's present term expires in 1947 with the election to take place next year.

Austin Visits White House

Last Wednesday morning Sen. Austin was a White House visitor and a short time later at his conference President Truman announced the nomination of Gov. Wills. It is understood the plight of Gov. Case brought a deluge of calls and messages to the White House, endorsing his reappointment. A number of Republican newspaper publishers were reported to have telegraphed their endorsement of the Commissioner.

WILLIAM HENRY WILLS

Gov. Case himself made no campaign for reappointment until the 11th hour, when it became apparent that the former Vermont Governor had the inside track. Gov. Case had been assured of the backing of not only Sen. White but of the Republican national committeeman from Rhode Island and other ranking minority leaders.

Sen. Robert H. Taft (R-O.), chairman of the Republican Steering Committee, told BROADCASTING early last week, just before he left for New York, that he knew nothing of the Wills candidacy. He was informed that Gov. Case was to be the Republican choice.

Gov. Case had no formal comment when news of the Wills nomination reached him, but within a few minutes his office at the FCC was jammed with personnel ranging from fellow-Commissioners down to the lowliest clerks and messengers.

Commissioner Wakefield, only other Republican member of the Commission, was one of the first to express his regrets. Gov. Case

(*Continued on page 72*)

FCC Nominee Is Stickler for Truth

YOU CAN take William Henry Wills out of Vermont and place him in the Washington political maelstrom, but you can't take Vermont out of the State's former Governor and nominee to an FCC commissionership.

Only sully on the Vermont label that adorns one of New England's most popular statesman is the fact that he was born in a "foreign" land—Chicago. His parents were of Vermont hue, however.

Nomination to the FCC comes at a time when Gov. Wills had planned to retire to private life—in Vermont—after a long political career. His public life culminated last January as Governor.

'Vermont Conscience'

Gov. Wills has what Vermonters like to call a "Vermont conscience". That tag typifies his actions and thoughts. To non-Vermonters unfamiliar with the term it means—hew to the line of truth.

The former Governor hews to that line of action, and has been doing it all his life. Born Oct. 26, 1882, the son of James Henry and Alzina Brown Wills, he accompanied the inevitable family trek back to Vermont while still a tot. At 9 his father died and at 12 he went to work in a grocery store 15 hours a day for $3 a week. That merchandising triumph led him into a department store at 17.

Old-fashioned Yankee ambition and acumen took him out of retailing and he entered the accident insurance business in Bennington and fell in love about the same time with Hazel McLeod. Encouraged by Mrs. Wills he set up a realty and insurance agency that developed into the biggest business of the sort in that region.

The retail and insurance fields had brought him in contact with a good share of the Vermont citizenry, with whom he has always been popular. Inevitably this led him into Republican politics and the State Legislature. He was a member of the House of Representatives 1929-31 and State Senate 1935, becoming president *pro tem* 1935-37. In 1937 he was elected Lieutenant Governor, serving until his election as Governor in 1941.

Since 1928 he has been president of William H. Wills Insurance Agency, Bennington. He is a trustee of the Vermont Soldiers Home; president, Board of Trustees, Diocese of Vermont (Episcopalian); officer of H. W. Putnam Hospital; director, Goshen Camp for Crippled Children; junior warden, St. Peter's Church, Bennington; 32d degree Mason; Odd Fellow; past potentate, Cairo Temple; Elks; has LL.D. degrees from Norwich U. and U. of Vermont. He once owned a hotel.

William Wills has been a good governor, Vermonters will tell you. He is described as nice-looking, gray-haired, soft-spoken, kindly.

When there's a job to be done he wants to see it done efficiently and quickly. He has a practical approach to business and politics and a reputation of keeping promises.

Bill Wills is an independent Republican. As governor he reported to the State by means of a weekly broadcast. He objects to autocratic control of the people's affairs. Last year he declined a third term after an administration acclaimed for efficiency and economy.

Interim Board May Direct NAB Affairs

Hunt for New President Gains Momentum After Meet

AGREEING upon alternative courses of action, the NAB Presidential Selection Committee last week set out in earnest in its quest for a new paid president of the NAB but devised interim plans whereby a regency of three board members would perform presidential functions until the new executive is able to take office.

At an all-day session in Washington last Tuesday, called by Chairman T. A. M. Craven, vice-president of the Cowles Broadcasting Co., the committee screened a list of some 50 names and eliminated the bulk of them. Individual members will contact possible appointees to the presidency and report back to the full committee. It is expected almost daily conference calls will occur until an agreement is reached.

Meanwhile, the committee drew from President J. Harold Ryan a promise that if need be he would remain on the job for possibly a month beyond his July 1 commitment. He has been insistent upon returning to Toledo, where he serves as vice-president and treasurer of the Fort Industry Co., by the July 1 date.

Ryan Present

At the invitation of the selection committee, designated by the NAB Board at its Omaha meeting last month, Mr. Ryan sat in on the deliberations last week. Other committee members present, in addition to Chairman Craven, were G. Richard Shafto, WIS Columbia; Frank M. Stanton, CBS vice-president & general manager; John J. Gillin Jr., WOW Omaha, and William B. Way, KVOO Tulsa. J. Leonard Reinsch, managing director of WSB Atlanta, WIOD Miami and WHIO Dayton, was unable to attend because of other commitments but had conveyed his views to Chairman Craven.

While the committee made no statement, it was learned a recommendation would be made to the board of directors that an interim executive committee of three members be named if that course becomes necessary because of the inability immediately to select a permanent head. Originally it had been suggested the committee be made up of one representative each of large, medium and small stations, to be selected from among the directors at large but the presidential committee concluded the executive group should be selected from the entire board membership of 25.

It was logically presumed that Mr. Ryan would serve on that committee. Comdr. Craven also was seen as a prospective member, not only because of his background as a member of the FCC and his engineering status, important in view of impending allocations, but also because he is resident in Washington. Mr. Ryan would serve as a large station group representative, in view of his company's ownership of the 50-kilowatter WWVA Wheeling and WGBS Miami. Comdr. Craven would represent regional stations (WOL Washington, WHOM Jersey City, KRNT Des Moines, WNAX Yankton).

Small Station

The small station director remained in question. Clair R. McCollough, directing head of the Mason Dixon Radio Group (WGAL Lancaster, WORK York, WEST Easton, WAZL Hazleton, WDEL Wilmington), elected as a director at large by mail ballot last week, was thought the most likely local station selection, largely because of his proximity to Washington headquarters.

It is conceivable this executive committee could serve six months a year. The major portion of the work would devolve upon C. E. Arney Jr., secretary-treasurer, who probably would assume again the functions he performed in early 1944 after the retirement of Neville Miller as president and prior to the acceptance of the presidency by Mr. Ryan in April.

The presidential committee talked in terms of a national figure to head the association. Many names were discussed. It was expected that the presidential committee shortly would recommend to the board that a full meeting be held possibly prior to the July 1 deadline of Mr. Ryan's tenure.

Cables Under House Floor Will Cut Down Number of Mikes

FOREST of mikes in front of Speaker Sam Rayburn and guests who address joint sessions of Congress will disappear after Gen. Dwight D. Eisenhower's June 18 reception in the House Chamber at a joint session of Senate and House.

When Congress adjourns for the summer work will begin on installation of cables under the House floor. Then only two or three microphones will appear in front of Speaker Rayburn and on the desk of the reading clerk, where guests stand in addressing the House. This will follow the White House precedent set by Leonard Reinsch, radio adviser to President Truman.

The Speaker met last Wednesday with network representatives. He sought removal of the 13-mike battery for the Eisenhower reception but this was impossible due to lack of time and material. It was agreed, however, to remove mike labels. This partially appeased the Speaker, who has been irked for years by the bizarre collection of call letters and network symbols.

Scarcely able to look down on the House floor through the electronic museum, he has been spurred by Senators and Representatives who complained they couldn't watch President Roosevelt or President Truman during their speeches.

Network engineers will meet after Congress adjourns with Arthur E. Cooke, supervising engineer, Office of the Architect of the Capitol, to plan the new setup. Wire space is available under the House floor, access to which is gained through two trap doors. Cables will be run from the Speaker's desk and the reading clerk's desk, feeding into an amplifier from which networks and stations can patch.

Drawn for BROADCASTING by Sid Hix

"WOOF's Sportscaster Was a Marine Combat Correspondent!"

NAB Elects Three Directors-at-Large

Mail Balloting Names Shafto, Bonebrake, McCullough

THREE new NAB directors-at-large elected by mail ballot Thursday are G. Richard Shafto, managing director of WIS Columbia, S. C., for the medium stations group and Matthew Bonebrake, general manager and part owner of KOCY Oklahoma City, and Clair R. McCullough, general manager of the Mason Dixon Radio Group, for the small stations broadcasters.

Mr. Shafto

NAB membership gave their overwhelming approval to two amendments to the by-laws proposed at the Board of Directors meeting in Omaha last month [BROADCASTING, May 21]. One qualifies FM and television stations for membership on the board in the three director-at-large classifications. The other clarifies some existing by-laws and opens membership to legal, engineering and similar professions if directly engaged in broadcasting and to CP station applicants.

Mr. Bonebrake

Former Director

Mr. Shafto who is a former director and member of the NAB presidential selection committee, had as contestants for the medium stations post Clarence T. Hagman, WTCN St. Paul, and Clarence Leich, WGBF Evansville, Ind.

Opposing Mr. Bonebrake and Mr. McCullough in the small stations election were Dietrich Dirks, KTRI Sioux City, Ia., and Marshall Pengra, KRNR Roseburg, Ore.

Mr. McCullough

Mr. Bonebrake serves his first term as an NAB officer. Mr. McCullough who also is vice-president of WGAL Lancaster, Pa., and the four other stations in the Mason Dixon group, was a member of the Board of Directors at the time the association was reorganized into its present setup and has served on many NAB committees. At present he is a member of the NBC Stations Planning and Advisory Committee.

CBS and NBC, the two network members of the NAB, have renamed Dr. Frank Stanton, CBS

(*Continued on page 74*)

Nets Urge Court To Halter Petrillo

Want Ruling to Bind NABET as Well As Radio

By JACK LEVY

THE SECOND Circuit Court of Appeals (New York) was asked Friday by the NBC and American-Blue networks to use its full power as a court of equity to make its determination of the platter turning dispute binding on James C. Petrillo as well as all other parties to the dispute.

Hearing the petition of the National Labor Relations Board for a decree to compel the networks to recognize its certification of NABET as the bargaining agent for platter turners, the court was told by John T. Cahill and Franklin S. Wood, counsel for NBC and American-Blue respectively, that the networks were caught in the middle of a jurisdictional dispute and were faced with "no idle threats" by Mr. Petrillo to seriously interfere with its operations.

Pressure No Defense

Alvin J. Rockwell, general counsel of NLRB, conceding that it may well be that present legislation is inadequate to protect the employer against Petrillo threats, nevertheless contended that "threat of economic pressure is no defense for refusal to bargain".

Presiding over the court was Judge Thomas W. Swan and sitting with him were Judges Harris B. Chase and Charles E. Clark.

At the outset of the hearing, Judge Swan announced that Joseph A. Padway, counsel for the AFM, had advised him he could not appear because of other duties which required his presence on the West Coast. Judge Clark commented: "This is the case of Hamlet with Hamlet busy on the West Coast."

However, Henry A. Friedman, assistant AFM counsel, attending the hearing, obtained permission to address the court. He challenged contentions made by Mr. Rockwell that a claim in the brief filed by AFM that NLRB did not fully investigate its charge that NABET is company dominated is not reviewable by the courts.

Presenting the case for NLRB, Mr. Rockwell reviewed the board's order requiring the networks to bargain with NABET. He said the companies were willing to recognize NABET for all technical functions, except platter-turning. Because of Petrillo threats, however, he explained, the board can only direct its orders against employers.

Not for Courts

Mr. Rockwell said that as far as AFM is concerned and its arguments against the decree, based largely on a charge that NABET is company dominated, the board submits that such an argument is not a matter for the courts but is a purely administrative proceeding of the board.

He explained that musicians never operated turntables in network stations outside of Chicago and that since 1940 NABET had contracts which covered "on the air playback". In 1942, he recalled, NABET agreed to waive its jurisdiction in Chicago and in January 1944 obtained letters from networks agreeing to give this work to musicians everywhere. This aroused NABET's ire, he continued, with resultant certification by NLRB of NABET's jurisdiction over turntables, except in Chicago.

Mr. Rockwell said the board disagreed with both sides as to skills required for platter turning but certified NABET since it was performing this work and had a majority. He said the unit finding was a "novel case" but no other determination seemed reasonable.

In reply to a question by Judge Chase he said the AFM had a procedure to use to prove its company domination charge and finally resorted to it. But NLRB found no evidence to support that charge, he said. He pointed out that the AFM did not file its charge until two days before the hearing on January 30, 1945, on the complaint case against the networks.

"Why wasn't the charge filed before," he asked. He said the lateness of the charge itself would have been adequate grounds for not issuing a complaint but that anyway the board could find no evidence to support such an action. Never does the Circuit Court have the right to review the board's failure to issue a complaint, he said. "We say it's wholly discretionary with the board to refuse to issue a complaint." He added that the statute makes no provision for the Circuit Court to review the board's failure to issue orders.

Mr. Rockwell then reviewed Mr. Petrillo's threats on the Jack Benny and other programs if the networks recognized the board's certification of NABET, whereupon Judge Swan observed, "Their position was, we would but we dare not". Mr. Rockwell agreed that that was the position of the networks.

Mr. Cahill told the court that NBC was in a serious predicament in the jurisdictional dispute and was certainly not facing "idle threats". He pointed out that its operations are on split second timing and are thrown out of gear by the interruption of any program. He argued that the network, as an essential activity has a great responsibility to the public and should do everything to avoid a strike which would impair its services to its listeners, injure its employes and the company itself.

Airport Act Would Endanger Broadcasting Antenna Towers

BROADCASTERS might well face the loss of antenna towers or be forced to remove them under terms of the Federal Aid Airport Act (HR-3170), expected to be reported out by the House Interstate & Foreign Commerce Committee within the next fortnight.

Introduced by Rep. Clarence F. Lea (D-Cal.), Committee chairman, the bill would give to the Administrator of Civil Aeronautics virtual autonomous powers to decide conflicts between proposed airport sites and existing "hazards". It proposes to appropriate $650,000,000 over a 10-year period for the development of a series of public airports on sites to be determined by the Administrator.

Hearings Held

In conjunction with the Federal Aid Airport Act, Rep. Halleck (R-Ind.), has introduced a bill (HR-3423) to reestablish the Civil Aeronautics Board, the Office of Administrator of Civil Aeronautics, and Civil Aeronautics Authority as an independent agency. The Board and its kindred offices are now under the Dept. of Commerce.

Following introduction of the Lea Bill in early May, 11 days of public hearings were held. The subcommittee has been in executive session the past two weeks, whipping the measure into shape for report to the full committee.

Should the Civil Aeronautics Administrator decide to establish an airport at or near the site of an existing transmitter, under the original bill he would have authority to remove, lower or relocate "airport hazards", under terms of the original bill.

Rep. Lea said last week, however, that the subcommittee was amending the measure to meet certain objections proposed by various individuals and industries. Although the NAB made no formal appearance at the hearings, it is understood that some suggestions have been recommended to clarify the position of radio.

"Airport hazard" as defined in the proposed Act means "any structure or object of natural growth located on or in the vicinity of a public airport, or any use of land near such airport, which obstructs the air-space required for the flight of aircraft in landing or taking off such airport or is otherwise hazardous to such landing or taking off of aircraft."

Under a proposed national airport plan, the Administrator would be empowered to provide for the needs of expanding aviation. He would consult with the Civil Aero-

(*Continued on page 71*)

CAPT. LEBERMAN SENT TO PACIFIC

JUST PROMOTED to captain, Palmer K. Leberman, officer in charge of the Navy's Equipment Branch, Bureau of Ships Electronics Division, left last week for the Pacific on temporary assignment. Capt. Leberman is president and principal owner of KRSC Seattle, director of the New York FM station, WGYN, and applicant for a New York television station license, filed May 11.

Capt. Leberman

In March of this year, Capt. Leberman received an official commendation from Secretary of the Navy Forrestal for his work in providing the Navy with radar, radio and other electronics equipment [BROADCASTING, March 12].

Clark of WEAF Named By NBC to Tele Post

ROBERT W. CLARK, station engineer of the transmitter of WEAF New York since 1943, has been appointed television operations supervisor of NBC and will be responsible for the technical phases of field and studio operations. He will report to Robert E. Shelby, NBC development engineer.

Mr. Clark joined RCA Communications in 1928 following his graduation from Stanford U. and in 1931 was transferred to NBC's San Francisco office. He was assistant station engineer at the KPO transmitter until 1937, when he was transferred to the network's New York television staff. Actively engaged in war projects during 1942 and 1943, in the latter year he was named station engineer of the WEAF transmitter.

Two Request FM

EASTERN States Broadcasting Corp., licensee of WSNJ Bridgeton, N. J. last week filed with the FCC application for a new FM station to be operated on frequency to be selected in 95 mc band, with coverage of 9,900 sq. mi. Estimated cost is $35,050.

Unity Corp., applicant for a new FM outlet in Toledo, last week requested FM facilities of 45.9 mc and 5,920 sq. mi. coverage at Lima, O., with estimated cost of $30,900. Applicant is composed of Edward Lamb, president and 47% owner, attorney; Stephen A. Mack, secretary, 2%, also an attorney, and Prudence H. Lamb, 11%. Remaining interest has not yet been sold.

Manning to Pacific

PAUL MANNING, Mutual foreign correspondent, leaves June 18 to cover the Pacific war theater. He is scheduled to stop at Pearl Harbor and then to go to Guam.

New Hearing on FM Proposals Called

Immediate Assignment Seen; Argument June 22

(*See Related Story on Page 66*)

FACED with the prospects that the War Production Board may permit civilian manufacture sooner than anticipated, and spurred by demands of industry for immediate allocation of FM and 6-mc television below 108 mc, the FCC last week called for further brief oral argument on its three alternate proposals in the band, 44-108 mc.

Immediate allocation of the 44-108 mc band is expected following oral argument.

Argument will be held at 10:30 a.m. Friday, June 22, before the Commission *en banc*. Although a hearing room had not been designated as BROADCASTING went to press, FCC attaches said the argument likely will be held in the National Museum Auditorium, 10th St. & Constitution Ave., Washington. Meantime developments in the highly-controversial allocation of FM and 6-mc television below 108 mc were these:

WPB notified FCC that manufacture of AM, FM and television transmitters and receivers "may commence at an earlier date than was originally indicated" and that it "probably will not be possible . . . for the WLB to give 90 days' advance notice . . . before production is resumed." [BROADCASTING, June 11].

RMA Urges Action

Radio Manufacturers Assn. Board, meeting in Chicago, on Wednesday adopted resolution urging the Commission to immediately allocate FM and television under alternate No. 1 (see page 68).

Electronics Mfrs. Assn., meeting in New York, urged immediate allocation between 44-108 mc, without specifying alternate, contending delay would result in wide unemployment in electronics industry.

Engineering tests ordered by the FCC to ascertain propagation characteristics will continue through the summer to "obtain propagation data needed in determining standards for making station frequency assignments in all services".

The three proposed alternates, on which Friday's oral argument will be based, are:

No. 1—Amateurs 44-48 mc; facsimile 48-50 mi; FM 50-68 mc; television 668-74, 78-108 mc, non-Government fixed & mobile 74-78 mc.

No. 2—Television 44-56 mc, 60-66 mc, 86-104 mc; amateurs 56-60 mc; facsimile 66-68 mc; FM 68-86 mc; non-Government fixed & mobile 104-108 mc.

No. 3—Television 44-50 mc, 60-84 mc; amateurs 50-54 mc; FM 84-102 mc; facsimile 102-104 mc; non-Government fixed & mobile 104-108 mc.

In its public notice the Commission urged "interested parties" to address themselves at oral argument "to the factual data and material contained in Sec. 8 of Part II" of the Commission's May 25 report [BROADCASTING, May 28].

Future Standards

Engineering tests, which have been under way the last three weeks and which will be expanded by July 1, are expected to develop, among other things, the problem of the proper distance between stations operating on the same and adjacent channels and the field intensities required for the various services under different conditions, according to the Commission.

Following these tests in the 44-108 mc band, the FCC plans to extend its studies in cooperation with industry to the higher portions of the spectrum.

Text of the order, designating the three alternatives for oral argument follows:

WHEREAS, the Commission in its report of May 25, 1945, set forth three possible alternative allocations for the portion of the spectrum between 44 and 108 mc, and stated that a final decision with respect to these alternatives would be made after the conclusion of a program of experimentations and measurements to be conducted during the summer months; and

WHEREAS, the Commission has received several petitions requesting an immediate decision amongst the three alternatives; and

WHEREAS, the Commission is presently advised by the War Production Board that the manufacture of AM, FM and television transmitters and receivers may commence at an earlier date than was originally indicated to the Commission by the War Production Board and that it probably will not be possible, as was originally anticipated, for the War Production Board to give 90 days' advance notice to the Commission before production is resumed; and

WHEREAS, in view of the foregoing facts it is desirable that a final decision be made as soon as possible amongst the three alternative allocations proposed for the region between 44 and 108 megacycles;

NOW, THEREFORE, IT IS ORDERED, This 13th day of June 1945 that a brief further hearing and argument be held before the Commission en banc on June 22, 1945, at 10:30 a.m., for the purpose of determining which of the three alternative allocations proposed for the portion of the spectrum between 44 and 108 megacycles should be adopted. At that time the Commission will receive any additional relevant evidence or material that may be offered concerning the best allocations for the portion of the spectrum between 44 and 108 megacycles. Interested persons are particularly requested to address themselves in their presentation to the factual data and material contained in Section 8 of Part II of the Commission's report of May 25, 1945, and to indicate with particularity in what respects, if any, they believe such data or material may be inaccurate. Persons indicating a preference for any one of the three alternatives must at the same time state the specific reasons for their preference.

Republicans Demand Congress Inquire Into Elliott Roosevelt's Air Interests

ELLIOTT ROOSEVELT, second son of the late President and whose radio career in the last decade ended on the matrimonial rocks, became embroiled again last week in a controversy over his radio financing. A loan he negotiated in 1939 with John Hartford, president of the A & P grocery chain, to finance his radio ventures, among them the Texas State Network and the ill-starred Transcontinental Broadcasting System, brought demands from Republicans for a Congressional inquiry.

Loan Settled

Elliott, now a much-decorated brigadier general in the Army Air Forces, no longer holds any active interest in radio. It was learned last week, however, that he retains 5% stock holdings in the Texas State Network, which remained with him after he had settled with his former wife, Ruth Googins Roosevelt Eidson, and their three children. Majority ownership in the Texas State Network is held by his former wife and the children.

The new controversy erupted after Westbrook Pegler, syndicated columnist, revealed in a dispatch June 11 that Elliott on March 31, 1939, when he was 29, had negotiated the $200,000 loan with the advice and reported consent of his father. Mr. Hartford, it developed later, settled the loan for $4,000 and took the loss in his 1942 tax return. The settlement was negotiated by Jesse Jones, former Secretary of Commerce and himself a Texas publisher and station owner, reportedly at the behest of the Roosevelt family.

The Pegler report was confirmed in substance by Mr. Hartford and by the A & P general counsel, Caruthers Ewing. There was no comment from Gen. Roosevelt.

Calls for a Congressional investigation were heard in Congress. Sen. Bridges (R-N. H.), who led the criticism of Elliott on the dog "Blaze" air priority incident, demanded that Congress look into the loan as something that "is a moral and ethical issue and also concerns the taxpayers of this country who helped make it up when the loan was written off by Mr. Hartford."

Sen. Butler (R-Neb.) said he might ask the Senate Finance Committee to investigate the loan with regard to the income tax and deduction features. Rep. Knutson (R-Minn.) held the Internal Revenue Bureau should look into the same aspects.

Chairman Doughton, of the House Ways & Means Committee, asserted the whole incident would be discussed by his Committee during the current week. Predictions were made freely that some sort of inquiry would be conducted, not only because of the stir created in Congress but because of newspaper editorials demanding that in fairness to all parties the record be cleared.

Chairman Doughton told the House Thursday that the Internal Revenue Bureau had refused to allow Mr. Hartford to charge off

(*Continued on page 74*)

Chance of Saving OWI Radio Good

Senate May Restore Amounts Eliminated by the House

PROSPECTS of reversing the drastic action of the House of Representatives in slicing the OWI budget request by approximately 60%, with the effect of liquidating the Domestic Radio Bureau, appeared good last week in light of the following developments:

1. President Truman told a news conference he hoped Congress would restore to OWI the full estimate he recommended.

2. Sen. McKellar (D-Tenn.), acting chairman of the Senate Appropriations Committee, which heard testimony in executive sessions Thursday and Friday on the OWI budget, said he thought the House cut was "too drastic".

Correspondents Speak

3. A group of eight prominent war correspondents, including William Shirer of CBS and John W. Vandercook of NBC, strongly urged upon members of the Senate Appropriations Committee that OWI operations be continued "on an enlarged scale" in the interest of fighting enemies of democratic principles.

4. Paul West, executive director, Assn. of National Advertising, and Theodore S. Repplier, executive general manager, War Advertising Council, appeared before the Committee in support of OWI domestic operations.

5. J. Harold Ryan, NAB president, on Friday asked the Senate Committee, to restore sufficient funds to operate the Radio Bureau for the duration.

6. Gen. Eisenhower, in a message transmitted to the Committee by Gen. Marshal, supported OWI and said that though the Army could do the work he preferred OWI operations in Europe remain where they are.

The House emasculation of OWI, voted at a night session on June 8 by a margin of 10 votes and in the absence of many Democrats, would mean the folding up of the agency's domestic and European activities and leave funds only for psychological warfare in the Pacific, Elmer Davis, director, said after a conference with the President. Actually, OWI officials asserted, if the House action were sustained by the Senate there would not even be sufficient funds for the Pacific program as no provision was made for liquidating the other activities.

President Truman had asked Congress for $42,000,000, a reduction of nearly $14,000,000 from the current fiscal year's appropriation, made possible by the termination of psychological warfare in Europe and the Mediterranean. The House Committee on Appropriations reduced the amount asked by the President to $35,000,000.

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO keeps 'em busy!

How many stations do you know that have a production schedule of *125 local live-talent shows a week*, all carefully planned, written, scored and rehearsed within their own organizations?

WHO does! Harold Fair, veteran Program Manager, conducts a veritable 3-ring circus, composed of one of the largest radio programming and production departments in the country, backed by a really amazing line-up of talent—and all, in turn, staunchly supported by earnest cooperation from WHO's full staff of 150 experienced radio men and women. With an average of nearly 18 *local live-talent* shows a day (exclusive of newscasts) all this staff is plenty busy, too!

To what purpose all this effort, when we could easily fill much more of our schedule with transcriptions or network broadcasts? First, Hooperatings show that in our coverage area our local productions often *out-draw* competitive network shows. Second, we believe a station gets to the top and stays there only by taking those extra steps. It adds up to this: Iowans know what they like, WHO knows what they like, and WHO will go to any lengths to give it to them!

Result? Iowa prefers WHO!

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, Inc., *National Representatives*

Agency Recognizing Body Needed in Radio

Should Be NAB-Sponsored; Would Aid Stations, Save Duplication

By HAROLD A. SODERLUND
Omaha Sales Manager, KFAB Lincoln-Omaha

RADIO has come of age. With maturity goes responsibility . . . to the radio stations, listeners, and advertisers. One of the prime requisites of an industry which is established for the "long pull" of permanence is the setting up and maintaining of standards in advertising copy and financial responsibility of advertisers and agencies.

The day should be passed when just anybody who called himself an agency receives recognition from a radio station. Other major media, as they also developed into the period of permanence, organized "recognizing bodies" as a part of their national associations. Now radio has come of age and with maturity comes the responsibility

Mr. Soderlund

of establishing a *recognizing body*.

The radio industry needs a *recognizing body* to set and determine minimum, professional and financial standards of competence for advertising agencies handling radio advertising. By receiving reports at regular intervals from all agencies, and special reports when necessary, these standards will be maintained by the *recognizing body*. This *recognizing body* should be an integral part of the National Assn. of Broadcasters.

By establishing a *recognizing body* the radio industry will join other major media in furnishing to its members service similar to that furnished to members of:

ABP (Associated Business Papers)
ANPA (American Newspaper Publishers Assn.)
APA (Agricultural Publishers Assn.)
PPA (Periodical Publishers Assn.)
PANY (Publishers Assn. of New York)
SNPA (Southern Newspaper Publishers Assn.)

These organizations have long protected their members by extending recognition to applying agencies after careful investigation.

It is suggested that the NAB Board of Directors appoint a committee to compile organizational suggestions and present a report in an open meeting.

Today the financial picture is extremely bright. Almost everyone with merchandise has good business and is, therefore, a good credit risk. It is impossible to project into the future with any degree of accuracy; however, it is reasonable to assume that with the cessation of hostilities credit problems will again rear their troublesome heads to plague the commercial side of the radio industry.

Radio has been famous for attracting to it people who are proficient in the arts of showmanship and public persuasion. Their prime consideration has been for the interest of the listener, rather than in sound business practices. After the war it is entirely possible that the number of small advertisers will increase. Should we, as have other major media, insure our credit risk by making the agencies financially responsible?

Eliminates Duplication

When each station is responsible for setting the minimum financial and professional standards of an agency before extending recognition, we are guilty of waste of time and energy involved in duplication of investigation. Needless to state each station manager will of necessity have a different criterion for the judgment of the admission of an applying agency. Once an agency is recognized by one station, it is very much easier for it to gain recognition by all other stations.

Duplication of investigation of agencies is a costly drain on the manpower of both stations and agencies and may be inefficient. A control body for receiving agencies' financial statements would be able to keep their information current. As an illustration: A Denver station wrote an Omaha agency for a current financial statement. They had not asked for a statement from this agency since 1940. For a period of five years the station was extending credit purely on faith. If many stations asked this agency for an individual financial report, it would be an undue burden on the agency's bookkeeping departments.

Most agencies are interested in the welfare and long-term interest of broadcasting. Unfortunately a few are not. At the present time, we are in the position of paying that few 15% to help them tear down our industry. Certainly this money could be better used.

We are familiar with the problems of the agency business, one of which is making money. When a firm is making money, it is easier for it to keep standards high. When, as after the last war, a number of agencies are going out of business, they sometimes let their standards drop in the emergency of making money at the moment to save their business. It is possible that such a condition might be repeated. Certainly an agency must make a profit if it is to make a worthwhile contribution to the broadcasting industry. A *recognizing body* should aid an agency in that same endeavor.

House Agency

One of the problems which comes under the heading of a "chisel" is a house agency. All of us have had experiences with this "advertising department" of an advertiser who attempts to cut our established rate by 15%, without rendering the true service of counsel and copy preparation of the legitimate advertising agency. Here again the *recognizing body* could save the station money and help keep up broadcast advertising standards.

If radio stations could present a united front against house agencies then no individual station would be forced to battle the house agency alone—and, as is sometimes the case, then see another station accept the business—house agency and all. One solution could require that the minimum number of accounts the applying agency could have is three.

At present there is no "guardian service" in the radio field. Some of the other associations furnish their affiliates with reports on any agency which is back on its payments. That association *recognizing body* makes an investigation to determine the cause and gives all affiliates a report. It is not the function of the *body* to accept or reject recognition to an agency. It is merely the function of the *recognizing body* to furnish the station with the facts, and the station, as a free agent, will arrive at its own conclusion. By the use of symbols the financial standing can be currently shown for the agencies.

Orders of advertising agencies can be scrutinized by the *recognizing body* to determine whether or not the station is protected. Certainly every agency order should include the phrase "no provisions of this order are binding if they conflict with the rate card requirements of the station."

Responsibility

In brief, we find the advertising agency in regard to the radio industry in a rather peculiar position. Legally the "principal is responsible for the acts of the agent as within the bounds of his authority." Inasmuch as the consideration is commission paid by the station to the agency appointed by the advertiser, it evolves the fine question of: For whom is the agency working?

It is generally supposed that the agency is working for the advertiser, but this is one of the points which should be clarified. There are a number of cases on record where the advertiser has been forced to pay twice, once to the agency and once to the station, because of the above legal responsibility. This gives the industry a black eye as far as the advertiser is concerned.

Certainly with more and more of the businesses expanding into nationwide concerns, it is essential that uniform standards for contracts and orders be established and maintained. It is sincerely suggested that the NAB Board of Directors appoint a committee to further study the possibilities of establishing:

1. A *recognizing body*.
2. And to circumscribe general fields of activity for the *recognizing body*.

RECOGNITION of agencies through an organization of the NAB is proposed here by Harold A. Soderlund, Omaha sales manager of KFAB Lincoln-Omaha. Native of Lincoln, Neb., the author began his business career as a route carrier for the Lincoln Journal. Following graduation in 1935 (A.B. degree) from the U. of Nebraska, Mr. Soderlund tied into the advertising and allied fields. He has operated his own weekly newspaper, two trade publications, done telephone directory advertising, public relations, community organization, owned his own advertising company and was account executive with Buchanan Thomas, Omaha. Lewis H. Avery, NAB Director of Broadcast Advertising, reported on the agency recognition proposal at the NAB Board meeting in Omaha, May 16-17. Arthur Hull Hayes, WABC-CBS New York, chairman of the NAB Sales Managers Executive Committee, named a subcommittee to pursue the project, including: Mr. Soderlund, Stanton P. Kettler, WMMN Fairmont, W. Va., chairman; James V. McConnell, NBC; William J. Doerr Jr., WEBR Buffalo. Group meets in N. Y. July 17.

The Bazooka

One of the most effective pieces of firing equipment to come out of the war . . . is one of the simplest. It's the bazooka that we've pictured up there.

And one of the most effective radio station sales arguments at any time is, in its way, as fundamental as the bazooka. Terrific sales power without frills or fuss, double talk or complicated thinking. It's the radio sales argument that goes like this:

"Where can I get the most listeners for every dollar I spend?"

If you're planning to use radio in Baltimore . . . put W-I-T-H, the successful independent station, at the top of your list.

It delivers the most listeners for the dollar you spend . . . in the country's sixth largest city.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Last of a Series

Program Diversity Spells P&G Success

Many Types Other Than Serials Backed by Soap Firm

By BILL BAILEY

DIVERSITY of programs as well as products has been the keynote in the long success of Procter & Gamble Co., Cincinnati, as a user of broadcast advertising.

Contrary to the general belief, P&G does not sponsor the daytime dramatic serials exclusively. A list of the 130-odd programs sponsored by the firm since it entered broadcast advertising in 1923 on WEAF indicates that Procter & Gamble has gone all out in its efforts to give the people what they want.

And that goes for the future when television is more than "just around the corner". Although William M. Ramsey, P&G radio director, didn't reveal his firm's postwar plans, he confirmed that television probably will figure strongly in future radio budgets.

Plan to Use Video

"We plan to go into television in the usual way," was his comment. A glance at Procter & Gamble's standard broadcast programs leads to the deduction that the "usual way" means "all the way".

Television will provide the sponsor with a means of *demonstrating* his product. Mr. Ramsey thinks it will be some time before sufficient television sets are distributed and there are enough transmitters to provide a variety of telecasts, but he and his staff are laying the postwar groundwork now.

In all its advertising, Procter & Gamble uses media that most economically reaches the greatest number of potential consumers. But it also uses those media to retain customers. P&G has an unwritten code in its organization and that is —make friends and keep them.

"In radio we do that with good programs as well as good products," explained Mr. Ramsey. "It's surprising how many good customers an advertiser can lose by offending them with poor radio productions. If both the program and the product it sells meet with public approval, you have a winning combination."

Briefly, here's the story of some of P&G's most widely known network productions.

Capt. Tim Healy, the world traveler, on the air first on WLW Cincinnati as a test and later the NBC-Red network, a decade or more ago, was more than a radio personality. He was a personal salesman for Ivory soap. Capt. Tim called himself the ambassador of goodwill. He appeared at schools, civic gatherings and before groups throughout the country. He was on the air thrice weekly with a half-hour show that sold Ivory soap to adults and youngsters alike.

DISCUSSING NEW RADIO show are these members of the Procter & Gamble radio department, (l to r): Rodney Erickson, Gil Ralston, Gail Smith, W. M. Ramsey, director.

Another popular program sponsored by P&G was the *Personal Column of the Air*, for Chipso—also a decade ago. An adaptation of the newspaper personal column in which missing persons are listed, etc., the program was an experiment for Procter & Gamble. Within two months it became one of the most popular broadcasts of its time. People talked about it everywhere. Then the novelty wore off and finally the show was replaced. But it told P&G that people like variety.

In Cincinnati was a young man with a voice. Morrie Neumann was his name and he was singing on WLW. Procter & Gamble radio folk heard him, liked him and through Pedlar & Ryan bought a program featuring his voice. They called him Barrie McKinley. He didn't go over as well as had been expected, so the program format was changed, a feminine voice added and it became the *Girl Next Door*.

Chatter Between Two

Homey chatter was exchanged between the two. Barrie continued to sing. Their conversations were much like those of any ordinary boy and girl who live next door to each other. That format helped and Camay sales began to improve. In 1936, after two years, the *Girl Next Door* was replaced with *Pepper Young's Family*, still on the air, network.

Among other P&G programs with long runs are these: *Vic & Sade*, placed by Compton Adv. for Crisco and Ivory, 1934-44; *The O'Neills*, for Ivory, also placed by Compton, from 1935-42; *The Gospel Singer*, for Ivory, American Family Flakes and Soap and Dreft, on the air intermittently from 1936-40, placed by Compton, H. W. Kastor & Sons Adv. Co. and Blackett-Sample-Hummert; *Houseboat Hannah*,

(*Continued on page 38*)

P&G Programs and Products

FOLLOWING is a list of Procter & Gamble programs, the product for which each was sponsored, agency placing and date of show:

NETWORK

Ida Bailey Allen, Crisco, Blackman, 1925.
Mrs. Goudiss, Crisco, Blackman, 1928.
Mrs. Blake's Radio Column, Blackman, 1930.
George, the Lava Soap Man, Lava, Blackman, 1931.
Sisters of the Skillet, Crisco, Compton Adv., 1931-32.
Helen Chase's Beauty Forum, Camay, Blackman, 1931.
Stoopnagle & Bud, Blackman, 1932.
B. A. Rolfe Orch., Blackman, 1932.
Mills Bros., Chipso, Blackman, 1932-33.
Ma Perkins, Oxydol, Blackett-Sample-Hummert (now Dancer-Fitzgerald-Sample), started 1933, still on.
Barrie McKinley, Camay, Pedlar & Ryan, 1934-36.
Home Sweet Home, Chipso, Compton, 1934-35.
Capt. Tim Healy, Ivory, Compton, '34-35.
Personal Column of the Air, Chipso, Compton, 1934-37.
Gibson Family, Ivory, Compton, '34-35.
Home Sweet Home, Chipso, Compton, 1935-36.
Vic & Sade, Crisco, Compton, 1934-44; Ivory, Compton, 1937.
Variety, Ivory, Compton, 1935.
Larry Larson, Dreft, B-S-H, 1935.
Pat Barnes, Dreft, B-S-H, 1935-36.
The O'Neills, Ivory, Compton, 1935-42.
Pepper Young's Family, Camay, P&R started 1936, still on.
Magic Voice, Chipso, Compton, 1936.
Five Star Jones, Oxydol, B-S-H, 1936-37.
Gospel Singer, Ivory, Compton, 1936-39.
Kitty Keene, Dreft, B-S-H, 1936-41.
Frank Parker, Drene, Kastor, 1936.
Houseboat Hannah, Lava, B-S-H, '36-41.
Jerry Cooper, Drene, Kastor, 1936-37.
Guiding Light, P&G Naphtha, Compton, 1937-41.
Jimmy Fidler, Drene, Teel, Kastor, '37-40.
Mary Marlin, Ivory Snow, Compton, 1937-43.
Barry Wood, Drene, Kastor, 1937.
The Goldbergs, Duz, Compton, 1937-45.
Road of Life, Duz, Dash, Compton, started 1937, still on.
Manhattan Mother, Chipso, P&R, '39-40.
The Wife Saver, Crisco, 1938.
Life Can Be Beautiful, Ivory, Compton, started 1938, still on.
Central City, Oxydol, B-S-H, 1938-39.
This Day Is Ours, Crisco, Compton, 1938-40.
Midstream, Teel, Kastor, 1939-40; Oxydol, B-S-H, 1940.
Man I Married, Oxydol, B-S-H, 1939-41.

(*Continued on page 36*)

All Radio to Cover Eisenhower Return

Networks, Stations Prepared For Capital, N. Y. Fetes

TWO-DAY detailed coverage of Washington and New York receptions to Gen. Dwight D. Eisenhower and party June 18-19 will be featured by networks and local stations, with top-flight announcers assigned to the event.

From the time of Gen. Eisenhower's scheduled 11:15 a.m. arrival at Washington's National Airport Monday morning to the New York dinner Tuesday night, radio will provide the world with a running account of proceedings.

At a meeting held Thursday afternoon at the Radio Branch, Bureau of Public Relations, War Dept., Col. Edward M. Kirby, Radio Branch chief, discussed plans with radio representatives.

Marshall Greeting

Gen. George C. Marshall will welcome Gen. Eisenhower at the airport, with proceedings to be broadcast. The Eisenhower party will enter autos and proceed to the Pentagon courtyard and on to Capitol Hill for a reception by Congress. Civic luncheon will follow at the Statler. At 3:30 Gen. Eisenhower will hold a news conference at the Pentagon.

Highlighting American network's broadcasts will be George Hicks and Ted Malone, recently returned from the European theater. Mr. Hicks will be at the airport for the arrival and Mr. Malone at the Congress reception.

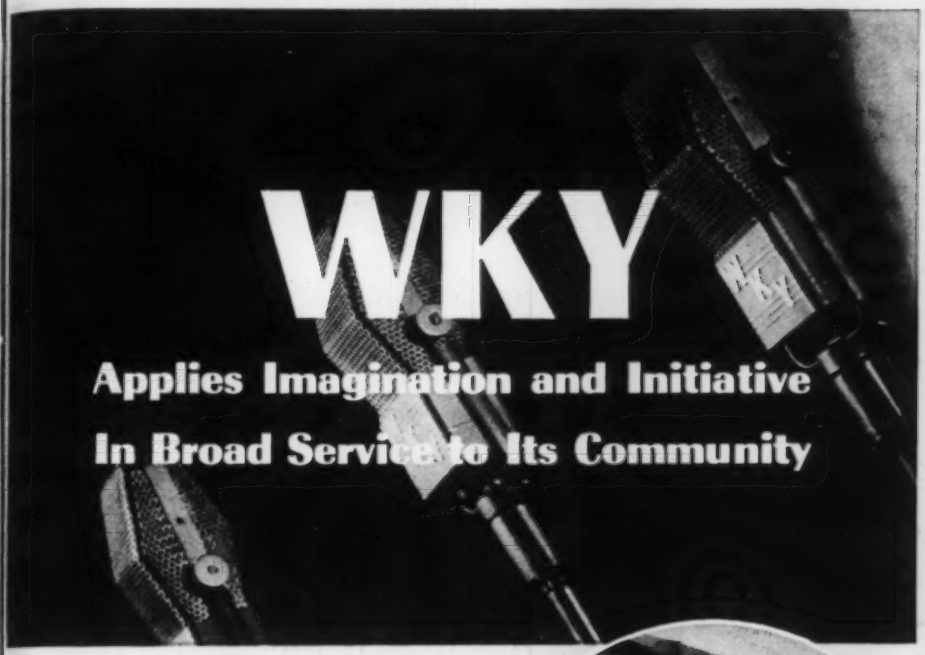
Handling the airport assignment for NBC will be David Brinkley, WRC news editor, and John Batchelder, staff announcer. A mobile unit will follow the Eisenhower motorcade to the Pentagon for Secretary Stimson's welcome. In NBC's mobile unit will be Morgan Beatty, commentator, and Bill Herson, WRC "timekeeper". At Capitol Hill will be Don Fisher, Presidential announcer, doing a color report. Back at the Pentagon after the civic luncheon Morgan Beatty will broadcast a report of the news conference. NBC will fly films to New York for televising Monday and also cover Tuesday events.

CBS will have Bob Trout at the airport with Lee Vickers and Gunnar Back in the WTOP mobile unit. At the Congress reception will be

(*Continued on page 62*)

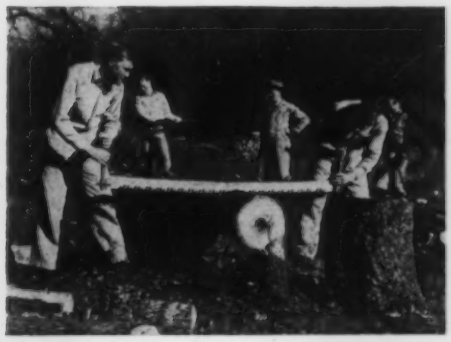
P&G Buys 'Riley'

FORMERLY sponsored by American Meat Institute on American-Blue, *Life of Riley* has been bought by Procter & Gamble, Cincinnati (Teel), to replace *Teel Variety Hall* 8-8:30 p.m. (EWT) Saturday, which terminates on July 7. Contract for *Life of Riley* is 26 weeks with options and is effective early in September. Agency is Biow Co., New York.



WKY

Applies Imagination and Initiative In Broad Service to Its Community



area, one was of special significance last April 22. It was the 56th birthday of Oklahoma City, the anniversary of the historical "Run of 89". It was also the day of the first flight of American Airlines new transcontinental service through Oklahoma City, the first time since 1934 that Oklahoma City had been a major stop on a transcontinental airline. The colorful, hour-long dedication ceremony was carried by WKY.

EVERY Wednesday afternoon for almost a year the convalescent GI's at Borden General Hospital have been listening to a private half-hour program of organ music originating in WKY's studios and piped 50 miles to the military hospital at Chickasha, Oklahoma.

This is just one of the many ways in which WKY shares its talent and facilities with its community both on and off the air. No one yet has figured a way to broadcast two programs on the same frequency at the same time, but WKY has used imagination and initiative in making full and continuous use of its wealth of talent and superlative facilities in a variety of ways.

TO these examples of enterprising, imaginative service could be added scores of others. Together they add up to the fact that WKY considers itself much more than a radio station. It is a community servant . . . which WKY proves by its daily actions.

Another one of such services is broadcasting of special 5-minute newscasts direct from WKY's news room to the weekly luncheon meetings of the Chamber of Commerce, Rotary club, Lion's club, and to convention and conference sessions. This service has been greatly appreciated during the days of big and fast-breaking news as indicated by the attentively listening Lions pictured at the right.

ONE of WKY's many public service programs which does go on the air is a half hour of surprising popularity measured by its mail pull. It is the "Oklahoma Forestry Program". In cooperation with the Division of Forestry of the Oklahoma Planning and Resources Board, WKY makes this an interesting and absorbing program dealing with the trees and forests of the state, fire prevention, state parks and soil conservation.

Of the innumerable special events which WKY covers as a matter of routine in its

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times—the Farmer-Stockman
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY.

XUM

Radio Okinawa, 180th AFRS Outlet, Now Brings Troops Favorite Programs

AMERICAN fighting men on Okinawa have been hearing 8½ hours a day of home-quality radio entertainment since Sunday, May 20, when Lt. Gen. Simon Bolivar Buckner opened Station WXLH. As Okinawa's first radio outlet programmed for servicemen-listeners, it is the 180th station established overseas by Armed Forces Radio Service, Information and Education Division, ASF. It is operated by Marine Capt. Stephen Brodie.

WXLH hit the air while Marines were still fighting outside of Shuri and the 96th Division was battling east of Ishimmi town. Studio consists of a tent with floor and sidewalls. The transmitter is a portable 50-watter. Plans are in the works for a permanent studio structure and a 1,000 w transmitter to be installed as soon as conditions on the island permit.

Station broadcasts daily, Monday through Saturday, from 6 to 8 a.m., from 11 a.m. to 1 p.m. and from 7 p.m. to 8:30 p.m. On Sunday WXLH is on the air continuously from 8 a.m. to 9:30 p.m.

Dedicatory program, broadcast 49 days after the Easter Sunday landing of troops on Okinawa, started with an hour of music at 11:00 a.m. Besides General Buckner's address, it included selections by Morton Gould and Victor Young's orchestras and the AFRS orchestra directed by Maj. Meredith Willson.

Servicemen listeners also heard Bob Hope, Jimmy Durante, Ed Gardner and Nigel Bruce. Except for the announcer's running commentary and the General's speech, entire program was taken from transcriptions made by AFRS in Los Angeles and flown to Radio Okinawa. Station now receives weekly air shipments of 125 transcribed programs; 77 decommercialized shows from the domestic networks and 49 special programs produced by AFRS. WXLH is also able to rebroadcast AFRS shortwave originations beamed into the Pacific from San Francisco.

NBC Leave

NEWEST GI slang expression is "NBC leave" meaning a three-day pass. It started when Merrill Mueller, NBC correspondent in the Philippines, began arranging for soldiers to come from jungle fighting lines to Manila for broadcasts to the U. S. Trip normally lasted three days.

Marines Now Man Stations in Pacific

AFRS Operations Bolstered To Expand Radio Coverage

MARINES are "invading" the Armed Forces Radio Service in increasing numbers, now that the war spotlight has shifted to the Pacific. Stations at Guam, Eniwetok, and Okinawa are now under direction of Marine officers.

Three officers have been assigned to AFRS headquarters in Los Angeles and 10 enlisted men have been trained within the month at the AFRS school. All the AFRS Marines have had radio experience before joining the service.

In charge of the Guam station is Capt. Stephen Cisler of WGRC Louisville; Capt. Arthur Trask of Ruthrauff & Ryan heads the Eniwetok outlet; with Capt. Stephen Brodie, network actor, officer in charge of the latest AFRS station, the one at Okinawa (see story this page).

Three at HQ

At AFRS headquarters, where policy is decided, many of the original shows are written and produced and transcriptions are made from "decommercialized" top net programs, three more Marine officers have been assigned. They are Capt. Francis Knorp, Capt. Richard Fischell, Capt. James L. Spates.

Enlisted men assigned to Los Angeles are Sgt. A. E. Shumate, formerly of KSO-KRNT Des Moines and Sgt. George Carroll. Both will do sports, newscasts and programming.

Among Marines trained by AFRS in refresher courses are: MT/Sgt. Kenneth H. Wilson; S/Sgt. William B. Moran; Corp. Paul Davidson; Corp. Edward P. Lyon, KFMB San Diego; Corp. Edwin Reimers; Pfc. Roderick E. Mitchell, formerly of NBC and CBS New York; Pfc. James McManus; Pvt. Truman T. Thompson of WISN Milwaukee; Pvt. James Lawrence. They will be assigned to Fleet Marine Force, Pacific.

Lt. George Putnam, ex-NBC news and special events announcer, liaison officer for the Marine Corps operations within AFRS, has returned from a tour of the Pacific, where he made arrangements for more transmitters and receivers. He also polled the men on their needs.

As one outgrowth of the answers, the Special Services Section of the Marine Corps is sending out three five-minute scripts weekly to all forward area bases to be done either over stations or through PA systems. Scripts are personalized reports of how individual units are doing in combat, the overall picture of how the war is progressing, and how those at home are responding to war developments. They also include personal news—births of Marines' babies, stories of individual heroism, and other personal news.

"KFYR Lone Scout Tribe"

Presented by KFYR, in Cooperation with the Boy Scouts of America

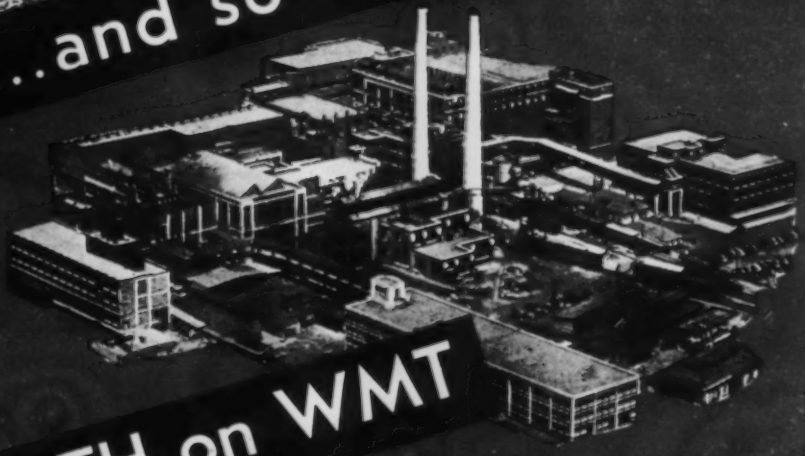
Region 10
NORTH DAKOTA
SOUTH DAKOTA
MONTANA
MINNESOTA
WYOMING

KFYR again takes the lead in serving the Northwest, by presenting the "KFYR LONE SCOUT TRIBE" every Tuesday evening from 7:00 to 7:15 P. M. This program, recognized as the first successful Lone Scout radio endeavor, is designed to bring scouting to the rural youth of the Northwest, who otherwise would be unable to enjoy the benefits of this great organization. We feel justly proud in being able to serve today's youth . . . tomorrow's leaders!

KFYR
BISMARCK, N.D.
5000 WATTS
550 KILOCYCLES
NBC

This is IOWA

...and so is THIS



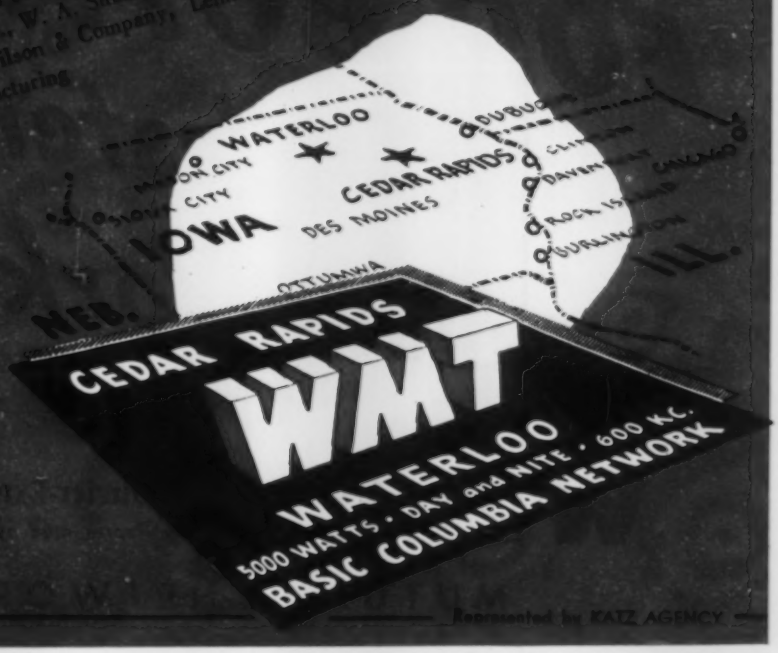
...and you get BOTH on WMT

One of the good, rich earth of Iowa is cultivated the largest per farm income of any other state in the country. But, in this soil, also, are the foundations of some of America's greatest industries—Quaker Oats Co., Collins Radio Co., W. A. Sheaffer Pen Co., Bath Packing Co., Link-Belt Speeder Corp., John Morrell & Co., Wilson & Company, Lennox Furnace Co. —these are only a few of the nearly 2,700 manufacturing plants that in 1944 produced goods valued over $1,200,000,000—placing Iowa 16th in the Nation as a manufacturing state.

This is the diversified market, with its spendable, dependable income, offered you by WMT.

This is the station that covers the largest primary area in the state at the lowest rate per radio family.

This is WMT—5000 watts at 600 kc. (best frequency in Iowa)



Represented by KATZ AGENCY

Postwar Boom Seen in Mexican Radio Ads

Present Peak to Be Boosted in Race For Markets

By DOROTHY WILLIAMS

MEXICAN radio advertising—already in the biggest boom in its history—can look forward to tremendous increases in the postwar race for Mexican markets, if spokesmen for advertising agencies and manufacturing companies are correct in their prophecies.

J. Walter Thompson Co.'s Mexico City office, for example, under direction of John Kuneau, has been in operation for only two years and already has a line-up of radio clients which probably equals that of Grant Adv., oldest U. S. agency in Mexico.

Aside from its large spot radio advertising for clients in Mexico, the Thompson agency is handling 52 different programs weekly in Mexico and in Central America. Central American time is bought on the chain centered in XEW Mexico City which has a total of 87 affiliated stations in Mexico and the Central American countries, according to Mr. Kuneau who was in New York recently on a business trip.

Standards High

"We have consistently worked on the theory that a radio program must be entertaining in order to sell products," Mr. Kuneau said. "We work to keep our Mexican productions up to the standard we know the people demand. What is not good enough in the States is not good enough in Mexico either and, in many instances, the radio listeners there are more critical than they are here.

"One of the most important things about producing a radio program for Mexico is to slant it to their intense nationalist feelings," he continued. "These people who say, 'What the hell? There's nothing down there but sand and sombreros' may not know it, but all they're doing is wrecking a good market for their product."

Mr. Kuneau cited as an example the Thompson program for Parker Pen Co., which uses a cast of more than 70 singers to present popular operettas cut to 45 minutes. The program is broadcast live, he said, on XEW and sent recorded to the Central American stations. According to Mr. Kuneau, Parker has the program on a 52-week contract, which is the longest radio program contract ever signed by a sponsor in Mexico.

"Another basic principle of our office is that we produce our own original shows aimed at Mexican audiences," Mr. Kuneau said. "We do not believe in stealing program formats which are popular in the U. S. and simply translating them into Spanish."

As an example of the Thompson agency's original programs, he mentioned the *Mariachi Symphony* sponsored by Cia. Hulera Euzkadi, S. A., Mexican affiliate of Goodrich Tire and Rubber Co. Although it was recently discontinued, the program ran for six months on XEW and gained great popularity, Mr. Kuneau said.

Thompson Clients

Among other Thompson radio clients are: Canada Dry Bottling Co. of Mexico, S. A., which has a musical quintet on XEQ Mexico City and 16 affiliated stations, half-hour three times weekly; RCA-Victor Mexicana, S. A., which uses two orchestras on XEW for a half-hour program weekly; Chesebrough Mfg. Co., using recorded spots and five-minute programs.

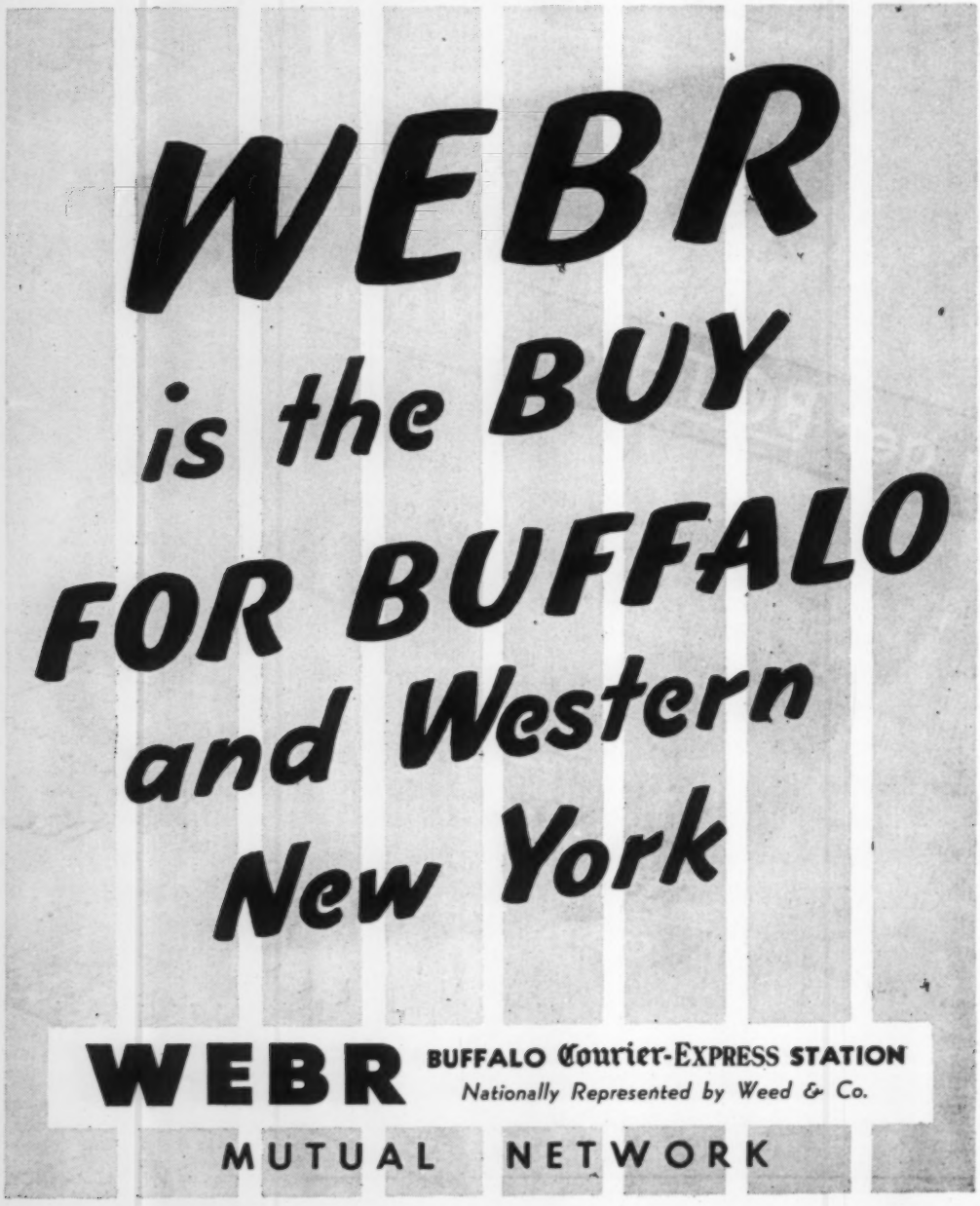
Grant Adv., for years the only American agency operating in Mexico, has 12 persons in its radio section alone.

El Aguila, one of Mexico's largest tobacco companies, has several programs on XEW and the network, according to Grant's representative. *Doctor I. Q.*, in Spanish, with a slightly different format from the U. S. program of that name, is sponsored by El Aguila weekly for a half-hour on XEW. Another El Aguila program is *What Is The Name of That Song?* half-hour weekly broadcast. For Belmont cigarettes, the company sponsors a half-hour weekly variety program and, for another tobacco product, presents *Casino Imperial*, half-hour musical variety weekly program.

Two other agency radio advertisers are Vick Chemical Co., with a quarter-hour weekly program on XEW, and Max Factor Cosmetics, which sponsors *Melodias y Bellezas*, half-hour weekly on XEW.

Jose Luis Lemus, Mexico advertising manager of Colgate-Palmolive-Peet Co., now in New York on business, says: "Radio is by far the best advertising medium in Mexico," pointing out that the nation's high illiteracy rate makes newspaper and magazine promotion less useful in selling.

About 70% of all Colgate sales in Mexico are directly attributable to radio advertising, Sr. Lemus said. The company is currently using seven quarter-hour programs daily on XEW and 40 local stations with one quarter-hour variety broadcast on XEQ and two half-hour weekly news programs on XEW. Colgate is using two half-hour musical programs and an average of 10 spots weekly on XEW.



TIME TO TALK to a city's teeming populace, time for reaching suburban shoppers, or time for covering rich rural markets . . . such time is the full-time concern of Weed & Company—specialists in good times on good stations.

That "time will sell" and that Weed & Company *sells* it is recognized by all stations carrying the familiar letterhead line: "Nationally Represented by Weed & Company." It means more business for all concerned.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

ATS Gives 15 Awards for Outstanding Work in Television During Past Year

AMERICAN Television Society presented 15 awards for outstanding work in television during the past year at the June meeting of ATS in New York last Thursday. Classes of awards and their recipients were:

Outstanding Production: WNBT New York for *Men in White.*

Outstanding News Program: WCBW New York for Everett R. Holles' newscasts.

Outstanding Contribution to Children's Programming: WRGB Schenectady.

Best Educational Program: WCBW New York for *Opinions on Trial.*

Most Consistent Sports Programming: WNBT New York.

Most Consistent Effort in Developing Effective Television Commercials: Ruthrauff & Ryan, N. Y.

Special awards were:

Outstanding Editing of News Films: Paul Alley, WNBT film editor, specifically for *The War As It Happens.*

Developing Football Television Technique: WPTZ Philadelphia.

Best Institutional Television Commercial: WRGB Schenectady for *Conquest Over Darkness.*

Consistent Technical Excellence in Television Productions: Klaus Landsberg, W6XYZ Los Angeles.

Outstanding Work in Preparing American Broadcasting Co. for Television: Paul Mowrey, television director, American-Blue.

Preparing the Mid-West for Commercial Television: WBKB Chicago.

Making Television Facilities Available for Commercial Development on the West Coast: W6XAO Hollywood.

Development of Television Commercially: WABD New York.

Retiring ATS president Dan D. Halpin, RCA, was presented with an ATS service award by the incoming president, George Shupert, Television Productions. Mr. Shupert and the other 1945-46 officers were inducted at the meeting, closing session for the year.

AFA Awards

ADVERTISING Federation of America awarded the 1945 Awards for Club Achievement to the Milwaukee Adv. Club, the Advertising Club of Springfield, Mass., and the Women's Club of Cleveland, the winners representing the three classifications for entries—1, advertising clubs in cities of more than 300,000 populaton; 2, those in cities less than 300,000, and 3, women's advertising clubs.

Doubled European Coverage Planned

AFN Will Furnish Radio Entertainment and News

DOUBLE the present number of American Forces Network stations in Europe is planned for the near future to furnish radio entertainment and news for U. S. troops.

Plans have been laid for opening 11 new stations in France, Belgium and Germany.

Among stations to be taken over by AFN in Germany will be those at Munich, Bremen, Stuttgart and Frankfurt. The Munich station is one of the largest on the Continent and its 100,000 watts makes it larger than any in the United States. The Nazis used it for jamming Allied broadcasts during the war.

The stations in France and Belgium will be maintained or established in areas used for redeployment, recreation and permanent posts.

AFN had nine outlets in operation on the Continent and 41 in Great Britain when the war ended, including three mobile stations attached to the First, Ninth and Seventh Armies. The others on the Continent are in Paris, Marseilles, Cannes, Nice, Nancy and Lyons. The mobile stations will be transferred to other areas as the armies are redeployed.

The stations are on the air more than 20 hours a day, presenting live broadcasts direct from their studios and transcriptions prepared by Armed Forces Radio Service and flown from the United States. AFN also operates a news room from London for the broadcast of world, home and sports news.

Tribute From Mrs. FDR

TRIBUTE to radio was paid by Mrs. Franklin Roosevelt last Wednesday in her column, "My Day", when she wrote, "Radio . . . has become a great instrument for bringing people together." She added, "Millions of people who have heard only voices on the radio have come to attach to those voices personalities and qualities of character. In many of my letters there is a sense of loss because my husband's voice will no longer come into a living room or a kitchen in some remote corner of the United States."

Raytheon Moves Show

RAYTHEON MFG. Co., Newton, Mass., July 16 will move half-hour *Meet Your Navy* to Monday 9 p.m. on the full American-Blue network for the summer. John Bates, radio director of Raytheon's new agency, J. M. Mathes Inc., New York, said that in September program is to move from 9 p.m. to 8:30 p.m., remaining in that spot for the season. Program is now heard on American-Blue Saturday 7:30-8 p.m., with rebroadcast 12-12:30 midnight.

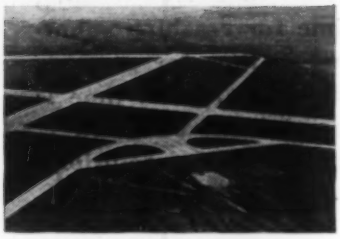
Sell Tomorrow's Leaders TODAY!

"Sorority Charm" The Program Judged FIRST In The Nation

May 23, the City College of New York awarded WDWS FIRST PLACE for the "best direct-selling commercial program produced by a local channel station."

This award highlights the "selling" production on WDWS, and also the splendid audience among University of Illinois Men and Women. (Coincidental rating 86.4%.) Before Pearl Harbor, 12,631 students came to Champaign-Urbana from all over the nation. Now with G. I. Joe and Jane already returning under the Bill of Rights program, 22,000* students are expected on the campus. They are tomorrow's leaders—nation wide in origin—they take part in, and listen to, WDWS.

* United States Department of Education



LARGEST UNIVERSITY AIRPORT IN THE WORLD

$3,000,000 U. of I. Airport will handle anything that flies.

Champaign-Urbana City, aside from students, is a market of nearly 50,000 population, and within the WDWS .5 millivolt line live 48,150 radio families.

For sponsors program promotion in 1944, WDWS used 96,400 lines of newspaper space, stores displays and 24 sheet boards. WDWS rating has increased 84.1% in the last two years, based on Hooper and Conlan.

Write for our complete and simplified 4-page letter size coverage map and market folder.

WDWS

BASIC CBS - - CHAMPAIGN-URBANA, ILLINOIS

A radio station is known by the *Companies* it keeps

Eversharp, Inc.	The Hub-Henry C. Lytton & Sons
Montgomery Ward & Co.	Wm. Wrigley Jr. Co.
Signode Steel Strapping Co.	Berghoff Brewing Co.
Aluminum Company of America	Atlas Prager
Sears Roebuck & Company	Don Cimino Wine
Continental Can Company	Mission Bell Wine
Ingersoll Steel Company	Barloma Wines
Diamond T Motor Car Co.	Coca Cola Company
E. J. Brach Candy Company	Pepsi Cola Bottling Co.
Wisconsin Steel Company	Rumford Chemical Works
Acme Steel Corp.	Parker Watch Co.
Hallicrafters, Inc.	Super Suds
Swift & Company	Tintex
Carnegie Illinois Steel Corp.	P. Lorillard-Old Gold
Adams Hat Shop	Walgreen Company
Santa Fe Railroad	Krank Shave Cream
Southern Pacific Lines	Andy Lotshaw
Florsheim Shoe Co., Inc.	Brylcreem Hair Dressing

★The list of WJJD advertisers, of which this is a small part, is the company that you will keep on the largest independent radio station West of the Hudson. Among smart time-buyers—people who rate stations on a Results-per-Dollar basis—WJJD rates as a standout buy. WJJD delivers SELLING POWER . . . . . 20,000 watts of it . . . . . into the largest coverage area offered by any Chicago station . . . . regardless of power!

20,000 WATTS OF *Selling* POWER

THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

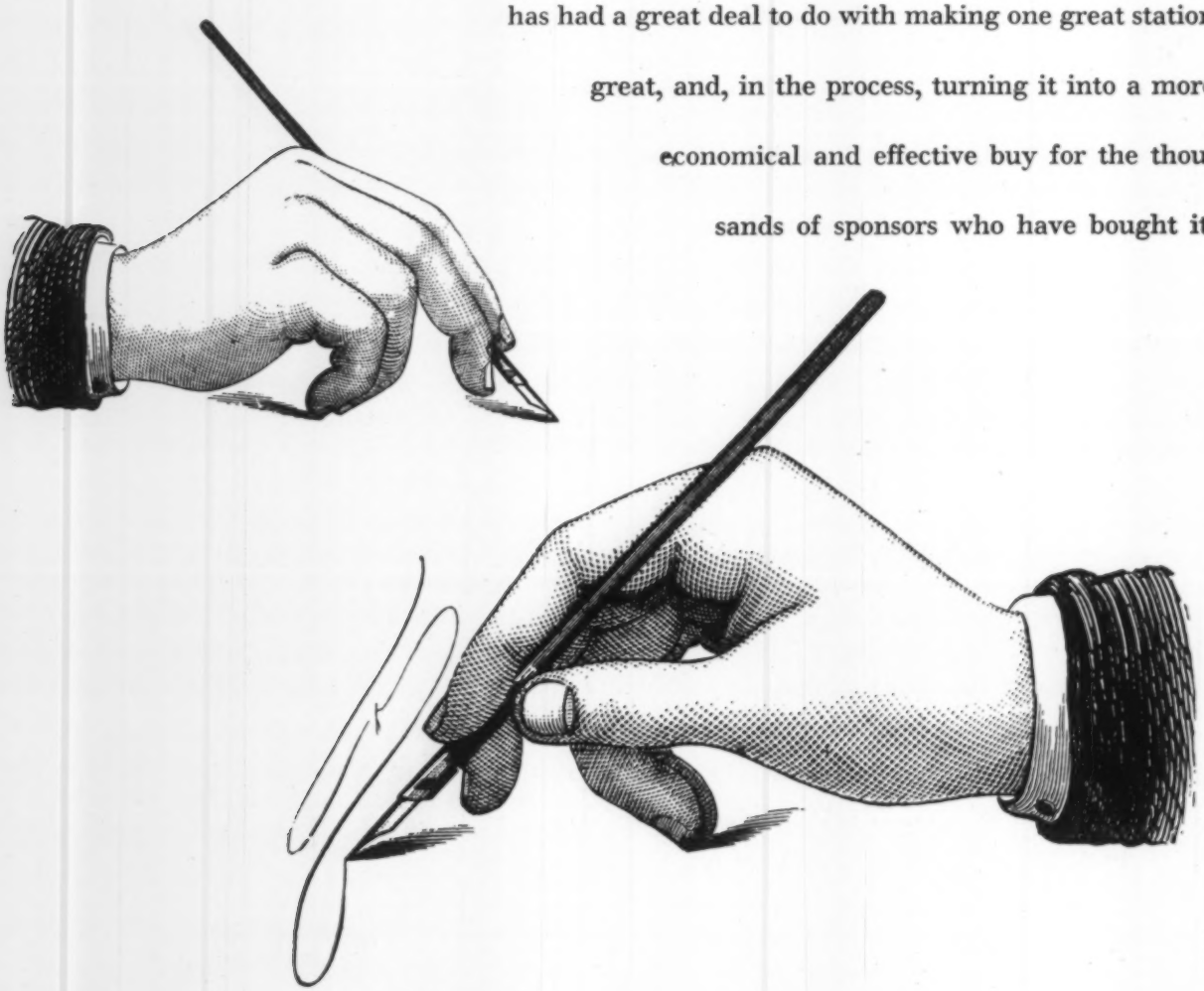
A *Marshall Field* STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER

XUM

Out of Our Heads...

GENERALLY, WOR does not like to talk about itself — *too* much. But, in recent years, it's sort of developed the habit of taking customers behind the scenes from time to time to show them what makes WOR tick. More particularly, what makes WOR tick for them; i.e., the customers.

This then is one of those trips. It's a review of the scope and type of stuff coming out of our heads at the moment and during the more or less recent past. The material shown here, we think, has had a great deal to do with making one great station great, and, in the process, turning it into a more economical and effective buy for the thousands of sponsors who have bought it.



newspapers

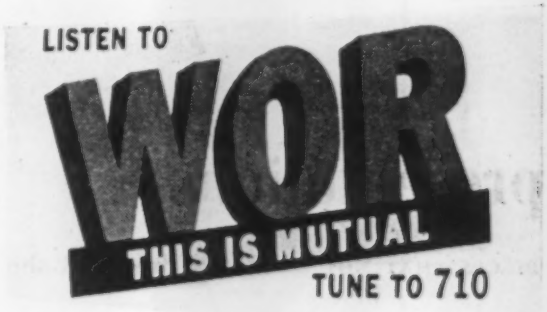
WOR USES ALL NEW YORK'S leading dailies, and, at times, almost all of them are used *daily*. Particularly the Times and the Tribune. WOR's business page copy sells both WOR and *all* radio to nation's top executives. Banner position week after week on Tribune's nationally-famous radio page is cued deliberately for knowing agency readers. As far as radio stations go, WOR initiated the extensive use of front-page reader notices in New York.

XUM

do you play
the ocarina
Women aware...
WOR
WOR
WOR

Direct Mail

BOOKS, PAMPHLETS, FOLDERS, trickies: WOR samples the field. But never just for issuing books, pamphlets, etc. The piece must have guts; must advance knowledge of *all* radio as intensely as it magnifies WOR. For more than a decade the latter has been a WOR policy, and many stations that have used the WOR facts will gladly, we hope, agree.



FOUR-SHEETS

YOUNG & RUBICAM people blinked one sunny morning in May; BBDOites followed suit. For parked before the doors of *their* buildings, and many others, were *massive* Railway Express trucks with *massive* WOR banners. 'Twas good advertising for the general public too. In all, 200 trucks will trundle through Manhattan's streets with varied WOR posters colorfully astride them for months, months, months.

XUM

Recordings "It's a bird, it's a plane, it's . . ." It's an excerpt from one of those cleverly-positioned WOR promotion recordings that roll up more listeners for the station's sponsors and their shows. About 60 times a week, carefully-tailored cuts from WOR programs are flicked on the air at selected spots.

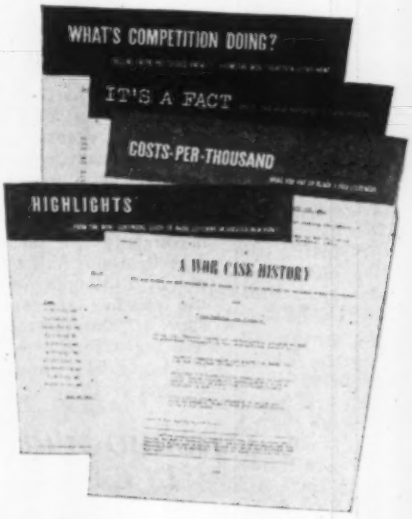
presentations

PIECES THAT NOT ONLY sell the WOR show, but give the agency and sponsor's rep. a lot of new facts about *his own* business and how WOR fits into it. This is a routine WOR promotion chore, but the material isn't — routine, we mean.

XUM

theater tie-ups

IN 66 THEATERS of the Greater New York Skouras chain, WOR trailers are seen daily by approximately 300,000 people of *all* ages. Carefully written and shot to suit moviegoers' tastes, they are another effective persuader for WOR and its sponsors.



news sheets, clips, etc.

TIMELY TIPS FOR AGENCYMEN, sponsors, and WOR's own account execs. are peeled off promotion mimeographs weekly and sent shuttling out by the hundreds. They contain meaty audience facts on specific shows and time periods; clock off Crossley age-sex-income comparisons and newly-unearthed marketing data.

ELEVATORS

"Oh mama, look — WOR!" said the little boy as he stepped into one of the 10 elevators at WOR. Not quite as audible, but equally intent, is the attention WOR's unique elevator cards attract from 20,000 riders every day of every week.

WOR

—that power-full station
at 1440 Broadway, in New York

MUTUAL

XUM

Philco Is Ready To Up Production

Kennaly Outlines Philco's Plans for the Future

PHILCO has completed arrangements to increase production far above pre-war levels as soon as Government regulations permit, Thomas A. Kennaly, vice-president in charge of sales, said last week.

Speaking of the radio industry's "notable contribution to victory" he declared: "As one of the recognized leaders in the development and production of radar, Philco is gratified that its equipment has served on fighting fronts all over the world."

Philco Planning

Foreseeing the curtailment of armed forces orders in the months ahead, Mr. Kennaly went on to outline Philco's plans. "Surveys made by Philco," he said, "indicate that a pent-up demand for approximately 25 million radio receiving sets already exists. This is nearly twice the industry's all-time high production of 13 million receivers in 1941.

"In addition to the normal demand for radio sets, FM promises to become increasingly important in post-war years. The fact that a large number of new FM stations will be built and go on the air as soon as possible means that there will be a great many more FM programs to listen to. Sale of AM-FM receivers should be stimulated accordingly.

"As the leader in radio ever since 1930, Philco is laying plans to maintain and strengthen that position in the postwar position. Our postwar radio line, from table models to de luxe radio phonographs, will embody new features and new ideas never available before. Perhaps most important of all, in the face of higher costs, the consumer will get prewar values for every dollar he spends for his new Philco."

TAKING advantage of new program material and talent, radio has been interviewing generals such as these. Frank Gaither (left), associate manager of WGST Atlanta, caught Gen. Frederick E. Uhl (center) and Gen. Courtney H. Hodges immediately after landing at the city's airport.

GEN. OMAR N. BRADLEY tells fellow-Missourian Mary Margaret McBride (center) of WEAF New York his experiences as 12th Army Group Commander while his wife, a school-mate of the women's commentator, stands by.

GEN. MARK CLARK immediately after return from European theater, made an exclusive speech over WBBM Chicago with Russ Davis doing the announcing.

RMA SEES POSTWAR PRODUCTION AT LOSS

RADIO manufacturers may have to produce home receivers at a loss during the first 12 months after reconversion, R. C. Cosgrove, president of the Radio Manufacturers Assn., declared in his annual report to the RMA Board of Directors on June 14 in Chicago.

He foresaw twice as many manufacturers making radios after production bans are lifted, than before the war, with keen competition making price control unnecessary. "There is grave danger of over-production," he stated. Mr. Cosgrove expects all restrictions on civilian radio production, except certain military priorities, to be lifted by the WPB by about Oct. 1.

"This country is far ahead of all others" in electronic research and development, he said, adding that the industry has produced over ten billion dollars worth of radio equipment since the war started.

Sparton Appoints Allen

SPARTON RADIO, Jackson, Mich., has appointed William C. Allen & Assoc., Birmingham as district merchandisers for Alabama, Georgia, Tennessee, Mississippi and northwest Florida. Firm will appoint a dealer in each city and town in these states and Sparton merchandise will be shipped direct from the factory.

Oliver for RCA

RCA VICTOR Division, Camden, has appointed the Oliver Theater Supply Co., Cleveland, to distribute the RCA line of theater equipment in the Cleveland film territory. Firm will handle the full RCA line, including sound equipment, arc lamps, motor generator sets, etc.

Travel Rationing Possibility Blasts NAB Convention Plans

ANY CHANCE of an NAB convention in 1945 was decisively blasted last week with the announcement by J. Monroe Johnson, director of the Office of Defense Transportation, that travel rationing may become necessary. The ODT chief told a news conference there would be 50% less Pullman space and 10 to 12% less coach facilities available for civilian railroad travel after August 1. Air travel also will be further restricted, Mr. Johnson predicted.

The War Committee on Conventions, which passes on applications for gatherings of more than 50 out-of-towners, said there is even a possibility of prohibiting attendance by outsiders at locally sponsored meetings. Should this step be taken, NAB district meetings, usually held in the fall, winter and spring may have to be cancelled or curtailed. Under present restrictions, local gatherings at which not more than 50 outsiders participate do not require Committee approval.

Before rationing would be instituted, it was learned, the first step to be taken would be the elimination of outside attendance at local meetings. In the event of rationing only essential travel would be permitted.

ODT expects that transportation difficulties will become pronounced in July as vacation travel mounts, with the peak in traffic arriving in August as the redeployment of troops to the Pacific gets into stride. The increased military movements will last through next March. About half the present supply of Pullmans and one-third of the coaches are now in military service. Redeployment operations will increase the military requirements to 75% and 45% respectively.

Transfer Two AAF Reporting Teams

Combat Groups Are Assigned To Pacific Theater

NOW THAT the European war is ended, two Army Air Forces combat reporting teams are being transferred to the Pacific to join other AAF teams reporting the war for the *Fighting AAF* program, heard on the American-Blue, Saturday, 1:30-2 p.m. (EWT).

The team assigned to the 8th Air Force has been transferred to a West Coast training field, where they are doing spot broadcasts and awaiting assignment to the Pacific. Maj. Howard Chapman is officer in charge, with T/Sgt. Edward Haldeman, writer, and T/Sgt. Abe Robyn, former NBC Hollywood engineer, as team engineer.

The 9th Air Force team is at Wright Field, from where they will proceed to the Pacific theater. Heading the group is 1st Lt. Thomas Geoghegan, known to the American-Blue listeners as Tommy Dolan, when he was an announcer. Sgt. Robert Bach, ex-writer for WNEW WMCA New York, is writer with the team, and engineer is Sgt. Ray Stauffer, former NBC engineer.

Moving in the opposite direction, is the AAF Radio Production Unit, which has moved headquarters from Los Angeles to New York. *Fighting AAF* will now originate from the American-Blue's New York studios, with Capt. Perry Lafferty, former CBS producer, as program producer, and Corp. Keith Fowler, writer for the *Chase & Sanborn Show, Silver Theater*, and others, as writer. Capt. William Blanton, former chief engineer for WHAS Louisville, has been assigned to the New York unit.

Just assigned to the Washington headquarters of the AAF Radio Section is Capt. Tony Lumpkin, who will coordinate radio activities of all AAF commands in the U. S. Before joining the service, Capt. Lumpkin directed the activities of Radio House, at the U. of Texas. Capt. Robert McAndrews, ex-sales promotion director of NBC Western Division, is now AAF liaison officer between the nets, agencies, and the AAF.

RADIO MARKET UP IN CANADA SURVEY

RADIO RECEIVERS and combination radio-phonographs rank fourth on the list of electrical appliances wanted by Canadians, according to a postwar survey made by the MacLean Publishing Co., postwar research department, Toronto. Washing machines, refrigerators and cooking stoves rank ahead of radio receivers.

Canadian families numbering 463,000 are estimated as a result of the survey to want radios, and the estimated purchase price is $34,000,000. "Radios," the survey points out, "are the most universally owned item of electric appliance or equipment." Although there is some variation, ownership is high everywhere.

About 463,000 families say they are in the market to buy a radio, two-thirds to replace old sets. About 250,000 families place radios among the first two purchases of major home equipment. Almost one in four potential buyers want a combination radio phonograph set. A few want television. In dollar terms this means a market for radios (other than auto radios) of about $34,000,000 over all, an item on which Canadians normally spend about $13,000,000 a year.

WHNC to MBC

WHNC Henderson, N. C., 250 w on 890 kc, has joined Mutual. Nathan Frank, formerly with WCBT Roanoke Rapids, N. C., is owner and operator.

WANT MORE BUSINESS in KAMOLAND?

Hire Another Salesman

Here's a "super-salesman" who is on friendly terms with 1,220,958 prosperous people in this ever-expanding market. Whether you're selling candy or cars, tires or toothpaste, KUOA's complete coverage of KAMO* LAND (Kansas, Arkansas, Missouri, Oklahoma) can take your message into over 200,000 radio homes throughout this area.

This market represents a buying power of over $200,000,000 based on official retail sales figures. KUOA's strong, clear voice helps to decide what these millions will buy. Better hire this extra salesman for your products NOW.

KUOA

Siloam Springs, Arkansas

5000 Watts — 1290 Kilocycles

The Voice of... ✱ KAMOLAND

KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company

Mirth for your money ...at MIDNIGHT

If you're looking for a *live talent* show that packs a punch... if you want coverage throughout all of Southern California, yet are forced to keep an eye on the budget... then Betty Russell's popular "Curfew Club" is the answer!

Every night except Monday, from midnight 'till one, Betty presents a sparkling hour of music and fun, flavored with contests, guest stars and servicemen. Her huge mail response from swingshifters and late sitter-uppers offers conclusive proof of her dominance among night owl listeners.

Curfew Club is now available to a limited number of sponsors—at the usual low midnight rates. A call or letter will bring you full details.

KFI ... NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD C. PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

WDZ Moves to Improved Studios After 24 Years

AFTER 24 years in its original quarters, WDZ Tuscola, Ill., has moved to new studios in the McNeil building. The station went on the air March 17, 1921 and until 1929 broadcast an occasional amateur performance and grain market reports on the half hour, the first station to carry that service.

In 1935 WDZ became a corporation and the next year increased power from 100 to 250 w. In 1939 the power was increased to the present 1,000 w. Edgar L. Bill is president and Walter C. Shafer, manager.

P & G Programs

(*Continued from Page 20*)

Trouble With Marriage, Oxydol, B-S-H, Michigan Network, 1939.
Prof. Quiz. Teel, Kastor, 1939-40.
Singing Cop, Lava, B-S-H, New England network, 1939.
Against the Storm, Ivory, Compton, 1939-43.
Right to Happiness, Ivory, Compton, started 1939, still on.
Painted Dreams, Chipso, P&R, 1940.
What's My Name, Oxydol, B-S-H, 1940.
Lone Journey, Dreft, Lava, B-S-H; Duz, Compton, 1940-43.
Woman in White, Camay, P&R, 1940-42
Truth or Consequences, Ivory, Duz, Compton, started 1940, still on.
Knickerbocker Playhouse, Drene, Kastor, 1940-42.
Those We Love, Teel, Kastor, 1940-41.
This Small Town, Duz, Compton; Chipso, P&R, Lava, B-S-H, 1940-41.
Everyman's Theater, Oxydol, B-S-H, 1940-41.
The Bartons, Compton, 1941-42.
Ransom Sherman, Ivory, Compton, 1942.
Abie's Irish Rose, Drene, Kastor, '42-44.
Woman of America, Ivory Snow, Benton & Bowles, started 1942, still on.
Superman, Guest Ivory, Compton, 1942.
Junior Miss, Ivory Snow, B&B, 1942.
Snow Village, P&G Naptha, Compton, 1942-43.
I Love a Mystery, Ivory, Oxydol, Compton, 1943-44.
Star Playhouse, Dreft, Crisco, Dancer-Fitzgerald-Sample, 1943-45.
Crisco Radio Newspaper, Crisco, Compton, started 1943, still on.
Brave Tomorrow, Ivory Flakes, Compton, 1943-44.
Perry Mason, Camay, P&R, started 1943, still on.
Breakfast in Hollywood, Crisco, Compton, started 1944, still on.
Glamor Manor, Ivory Snow, Crisco, B&B, started 1944, still on.
Rudy Vallee, Drene, Kastor, started 1944, still on.
Rosemary, P&G Naphtha, Ivory Flakes, Dash, B&B, started 1944, still on.
Gaslight Gayeties, now Variety Hall, Teel, the Blow Co., started 1944, still on.
Jack Kirkwood Show, Ivory, Oxydol, Compton, started 1944, still on.
FBI in Peace and War, Lava, Blow, started 1944, still on.

In addition P & G sponsored 55 spot programs and 11 shows on Canadian stations.

SECRETARY of the Navy James Forrestal made the opening speech of the new shortwave series, *The Navy Reporter*. Radarman 2/c Paul Sullivan, former CBS commentator, is announcer and news editor.

RADIO WORKSHOP HELD IN CINCINNATI

WITH officials of all Cincinnati stations participating, the first of three radio workshop meetings was held in the WLW studios June 8 as step toward providing quality public service programs.

Uberto T. Neely, president of the Cincinnati Radio Council, sponsor of the meetings, expressed the hope that through the educational medium of radio the citizenry "can be helped to have a greater understanding and appreciation of the fullest potentialities of all their public institutions and service organizations."

Radio chairmen of civic, educational, religious, social work, and service organizations heard a symposium on "How a Radio Station Functions", given by Richard Hubbell, production manager and television consultant for WLW; Walter A. Callahan, manager, WSAI; Kenneth Church, executive vice-president, WCKY; H. E. Fast, general manager, WKRC; and M. C. Watters, v.-p., general manager, WCPO.

Speakers at the following sessions of the Council, which will be held in the WKRC and WCKY studios, include John Patrick Smith, assistant general manager, WCPO; Joel W. Stovall, program director, and Byron Taggart, director of special events, WKRC; Howard Chamberlain, program director, and Katherine Fox, director of public interest, WLW; Osborne Stearns, special events, Miss Jan Fuller, program coordinator, WCKY, and James A. Leonard, WSAI.

This is ROCKFORD

1944 RETAIL SALES—$85,975,000

A NEW ALL-TIME HIGH!

WROK

THE ONLY STATION THAT WILL DO A JOB FOR YOU IN

ROCKFORD, ILLINOIS

1000 WATTS REP.—HEADLEY-REED

Affiliated with the American Broadcasting Company

XUM

Privacy does not yield profits!

From 1717 to 1723 the great Johann Sebastian Bach served as Court Musician to the Duke of Anhalt-Cothen. His duties were to provide Music for the ducal household and "to compose for those instruments on which the Duke played." These were among the most productive years of Bach's life, but his audience was limited to the Duke, his private household and visiting nobility. Fortunately, however, later years brought Bach's masterpieces to a world-wide audience of music lovers.

As with Bach's music, so with your radio sales message. It must be heard—not in one household, but in tens of thousands — to be appreciated. You assure yourself of such an audience when you use WCBM, for listening to WCBM is a habit in Baltimore.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer	Free & Peters, Inc.	George H. Roeder
President	*Exclusive National Representatives*	*General Manager*

Diversity Keynotes P&G Success

(*Continued from Page 20*)

Guiding Light for P&G Naphtha, placed by Compton, 1937-41.

For Ivory Snow, *Mary Marlin*, placed in the U. S. by Compton and by Benton & Bowles in Canada, was a network show for P&G from 1937-43; *Road of Life*, still a daily feature for Duz and Dash, was placed by Compton in 1937; *Life Can Be Beautiful*, another Compton placement for Ivory, began in 1938 and still runs.

In New England P&G sponsored the *Singing Cop*, a Boston policeman whose songs were aired in 1939 on a special network on behalf of Lava soap. It was placed by Blackett-Sample-Hummert. For Ivory soap, Compton in 1939 placed *Right to Happiness*. The program still is heard.

In 1943 Compton placed the *Crisco Radio Newspaper*, which still carries P&G sponsorship. On CBS *Perry Mason* mysteries, placed by Pedlar & Ryan, have been selling Camay soap since 1943 and the American-Blue feature, *Breakfast in Hollywood*, formerly *Breakfast at Sardi's*, has been sponsored on behalf of Crisco since January 1944. That account is handled by Compton.

Rudy Too

Rudy Vallee is heard for Drene, having gone on for P&G last September. Kastor handles the account. Another new program, *Rosemary*, placed by Benton & Bowles, is sponsored in behalf of Ivory soap, Ivory Flakes and Dash. It began last October.

First P&G account placed by the Biow Co. was *Gaslight Gayeties*, now known as *Variety Hall*, which began in November 1944. At present P&G is sponsoring the Jack Kirkwood Show, a five-weekly comedy series, for Ivory and Oxydol on a coast-to-coast network, placed by Compton. Tests first were conducted on a Pacific Coast network.

Another newcomer to radio audiences is *Glamor Manor* on the American-Blue for Ivory Snow and Crisco, placed in July 1944 by Benton & Bowles. The Biow Co. for Lava soap placed *FBI in Peace and War* last November. Several other productions are under consideration by P&G for the future.

The Cincinnati firm has not confined its broadcast advertising to English-language programs. Some of its most successful productions and most popular in their respective fields are on foreign-language stations both in the U. S. and Canada. In this country there are programs in Jewish, Polish, Italian. In Canada the principal language aside from English is French.

These are only a few of the programs successfully sponsored by P&G. The company's desire to give the people what they want is best exemplified in an experience with *Ma Perkins*, the "mother" of daytime serials. As chronicled in the June 4 BROADCASTING, *Ma Perkins* was created by Lawrence D. Milligan, account executive of B-S-H.

Today *Ma Perkins* has the highest sponsor identification of any daytime show on the air. The lovable character, portrayed from the outset by Virginia Payne, former Cincinnati dramatic art student, has become a real person to millions of listeners—men and women alike—throughout the country. Her fan mail is unbelievable. Each year Ma Perkins sends out more than 1,000,000 packages of garden seeds to her friends who write in.

Celebrate Anniversary

And each year in Chicago the program's anniversary is celebrated at the Racquet Club. One factor to which Mr. Ramsey attributes the success of *Ma Perkins* is the broadcast time. Since it became a network show in 1933, the program has been on NBC at the same time every day—3:15 p.m. In 1942 *Ma Perkins* was added to CBS, 1:15-1:30 p.m., but the NBC time remains unchanged.

Despite its phenomenal success, however, *Ma Perkins* hasn't always clicked as it should. A few years after the show was going its creator changed the format from human interest to melodrama. Listeners began to complain. Their "Ma Perkins" wasn't the same live, sympathetic character they loved.

Their dislike for this new type of production for "Ma Perkins" was reflected in audience ratings.

Orin Tovrov, former scriptwriter of WLW, was approached by Blackett - Sample - Hummert. He joined the organization, was assigned to write the show. His first move was to take *Ma Perkins* out of the melodramatic atmosphere, place her in Rushville Center and return her to earth as it were. The listeners liked it.

For more than six years Mr. Tovrov, who started adult life as a professional wrestler, wrote *Ma Perkins*. Then came the war. Today he is a Navy lieutenant in the Pacific. Henry Selinger and Leston Huntley took over the writing chore for *Ma Perkins* when Tovrov joined the service. Huntley still carries on and *Ma Perkins* is on top today. That's just one incident in the radio life of the nation's top sponsor.

10 O'CLOCK HABIT

WOAI's 10 o'clock nightly newscast is listened to by more than 54% of the radio audience in San Antonio, Austin and Corpus Christi, as shown by a special survey recently conducted by C. E. Hooper, Inc.!

Against the tremendous popularity of WOAI's 10:00 P.M. news in these widely separated centers, a competing newscast aired over three stations—one in each of the cities named above—commanded 22.3% of the audience, at the time the survey was made.

Definite listener preference—throughout its territory—is another reason why WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

WOAI San Antonio

Represented Nationally by
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

KOIN

We Work Today for the Northwest's Limitless Tomorrow

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.

A PENNY

saved is a penny earned. That's good, sound teaching, old as the history of economics. But here's something new in teaching . . . WGN's new "Charm School" of the air. A technique of "teaching" specifically interesting to all women listeners. Virginia Clark, Lee Bennett, Forrest Lewis and Harry Sukman are the topflighters featured in this new "click" show . . . all wrapped up in an ideal woman-interest package by able producer Mary Afflick. It's on the air Monday through Friday from 9:30 to 10:00 a. m. For selling fashion, beauty, or kindred products that women buy, "Charm School" participations offer real values. It's good shows of this kind that make WGN the leader in local and national spot business among Chicago's major stations.

A Clear Channel Station

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

15 HANDS HIGH AND no

THERE'S a native philosophy that pays tribute to honest traders that goes something like this: "If he says a horse is fifteen hands high, there's no need to fuss about measurin' him." That's what we mean when we say: - - -

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK O

WWVA
WHEELING, WEST VA.
50,000 Watts — A.B.C.-Blue

WHIZ
ZANESVILLE, OHIO
250 Watts — N.B.C.

WSPD
TOLEDO, OHIO
5,000 Watts — N.B.C.

WMMN
FAIRMONT, WEST VA.
5,000 Watts — Columbia

WGBS
MIAMI, FLORIDA
10,000 Watts — A.B.C.-Blue

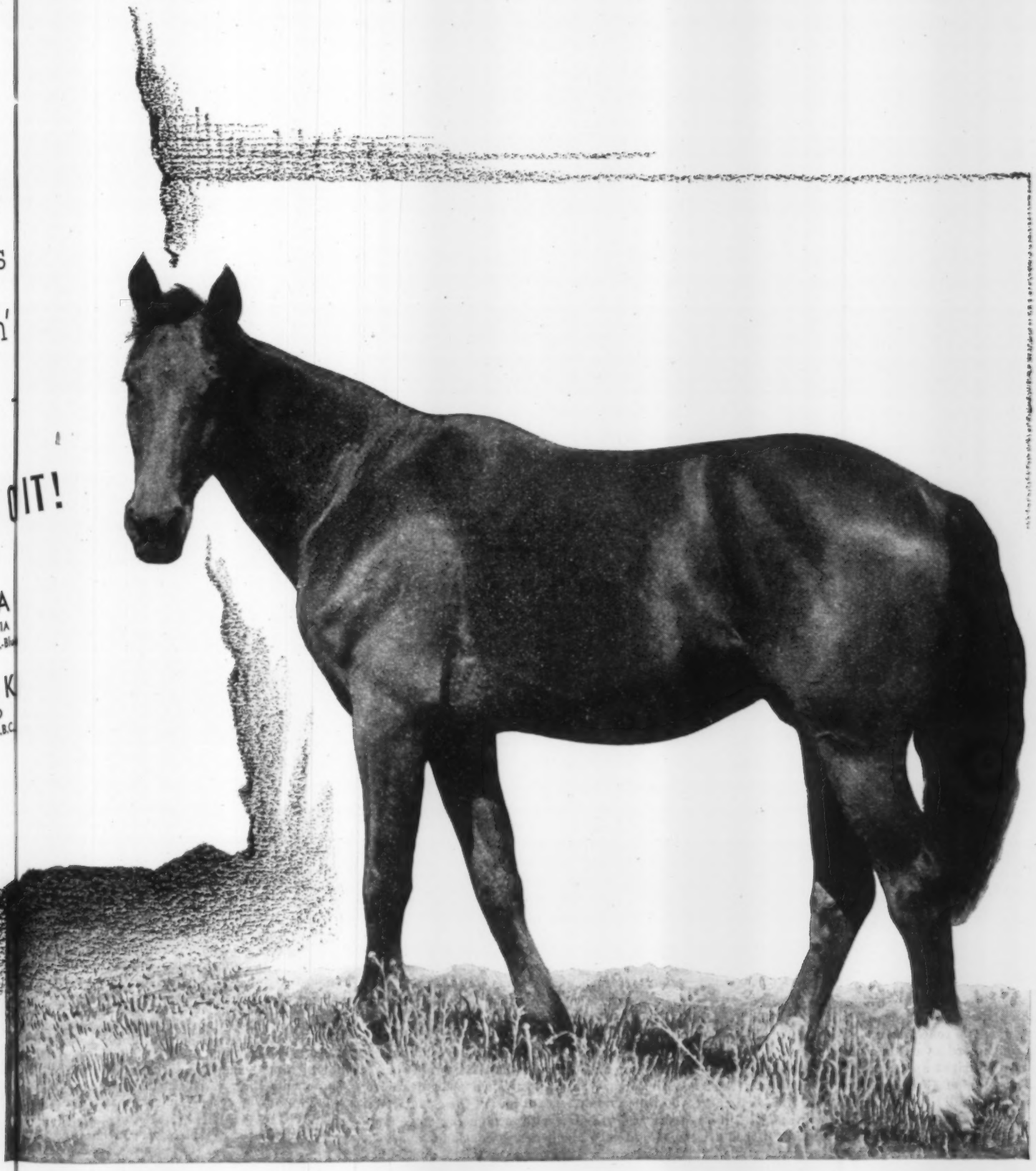
WAGA
ATLANTA, GEORGIA
5,000 Watts — A.B.C.-Blu

WLOK
LIMA, OHIO
250 Watts — N.B.C.

A FORT INDUSTRY STATION

XUM

NEED TO MEASURE HIM



Editorial

Political Bossism?

PRESIDENT Truman last week made his first appointment to the FCC. He nominated former Gov. William Henry Wills, of Vermont, to the Commission to succeed former Gov. Norman S. Case of Rhode Island, a charter member of the agency.

The action is disappointing. A 62-year-old politician who admittedly knows nothing about radio or communications is designated to replace a man who has served with distinction for 11 years. Sen. Austin (R-Vt.) had strongly endorsed Gov. Wills for the post. On the other hand, the responsible Republican leadership of the Senate, headed by Minority Leader Wallace H. White Jr., had endorsed Gov. Case's reappointment. Gov. Case himself, until the 11th hour, had not lifted a finger in his own behalf.

It was evident a fortnight ago [BROADCASTING, June 11] that President Truman had made some sort of commitment to Sen. Austin on the Wills appointment. But the President has been represented as believing in two-party government and in clinging to the principle that the organized minority should have a voice in the filling of minority vacancies. Presumably that procedure was not followed, despite the fact that when he made the announcement, President Truman said he couldn't be accused of playing politics in this case.

In his 11 years on the Commission, Gov. Case has opposed most of the New Deal innovations in regulation. "Craven and Case dissenting" became a radio catch-phrase. Gov. Case, a former New England businessman, had an excellent record as Rhode Island Governor. An attorney, he had absorbed a vast knowledge of radio and communications. His reputation for fair treatment is unquestioned.

Gov. Wills, on the other hand, has had no experience whatever in communications. He has been in State politics since 1929. He owns an insurance agency in his home town of Bennington. He once owned a hotel. Certainly there are other independent agencies in Washington where his experience would better qualify him.

Communications is a highly sensitive and technical field. Important allocations, opening new radio frontiers, are just ahead. Voluminous testimony has been taken on these highly significant matters over the past few years. Gov. Case had lived with them. Gov. Wills, in his 63rd year, obviously will have a difficult time in even acquainting himself with radio nomenclature before these final allocations are made and the regulations written.

Whatever the practical politics involved, we think the President made a mistake. This in no wise is a reflection upon Gov. Wills who has a fine record as a public servant. It is a simple and forthright appraisail of the obvious facts. Renaming of Gov. Case would have won the acclaim of all those subject to FCC jurisdiction, his colleagues on the Commission and the interested public. The appointment of a radio neophyte smacks of political bossism.

No Ration on This

THERE is one commodity, if we may call it such, that is not rationed these days. It is service.

Broadcasters encounter daily many handicaps induced by a war economy. There are shortages of manpower, material and even of time. But there's no shortage of neighborliness.

Why not, during those reflective minutes you spend trying to devise some way to stretch an hour into 75 minutes, drop a note to those of your faithful clients who are sticking with you through these war times?

You might remind them that your medium, like their businesses, operates these days under necessary restrictions. You might tell them frankly that you're doing your best in view of these barriers, but that you'd like to do more. Ask them frankly what else your outlet can undertake to promote their products more effectively.

Such honest thoughtfulness as this will do much to bolster the great gains program-wise and commercial-wise which have been made by American radio during the war years. It will do much to solidify and perpetuate the friendship between broadcasters and clients.

It is the local merchant who, after all, is the commercial backbone of radio. Give him service. It's ration-free.

ELLIOTT ROOSEVELT is in hot water again. Republicans want an inquiry into his $200,000 "radio" loan from an A. & P. store executive, settled later for $4,000. For two years a special committee of the House tried to probe the whole radio field but was stopped cold. Elliott's activities were just one isolated phase. This new fuss comes rather late.

OWI Threatened

BROADCASTERS should have more than passing interest in the recent action of the House of Representatives when it voted a 50% cut in the $35,000,000 fund reported by the Appropriations Committee for the Office of War Information.

If this reduction wins approval of the Senate, where the measure now is under consideration, it will mean the end of the Domestic Radio Bureau of the OWI.

Perhaps some of us have taken too much for granted the efficient war-effort contribution of the OWI's radio bureau. Through this funnel spout pours a steady stream of program material and news releases conceived by the myriad Government agencies. If there were no such bureau, each of these agencies would be required to make its contact with stations and networks direct. It's apparent that under such conditions, station managers and program directors would have little time free from such discussions.

We believe the OWI radio bureau should be continued, for its important work is not concluded. Even after the war such a central clearing house for the bales of Government information may prove a necessary function.

The House cut which would spell death to the Bureau can be restored by the Senate. We trust the Senate, with customary logic and good judgment, will act to continue a service that's been invaluable to the public and radio.

Our Respects To -

GEORGE ARTHUR RICHARDS

G. A. (DICK) RICHARDS says he's a lucky guy.

Throughout his organization, which includes WJR Detroit, WGAR Cleveland and KMPC Hollywood, employes refer to the "Richards luck". But they also refer to the Richards intuition.

Dick Richards was born March 19, 1889, in Chicago, Ill. One might ascribe to intuition the fact that he set forth, early in his formative years, as a salesman. It is through an innate sense of salesmanship that he has built his successful broadcasting organization.

His first job was in a shoe factory but, before you could lace yours, he was on the road peddling. From this, by easy stages, he changed from selling shoes to selling tires, and by the early '20's was in charge of the Firestone offices in Des Moines, Ia. Few of that era in Iowa would fail to remember him. He was a rampaging drummer in the old style.

During this period, he became a good friend of Eddie Rickenbacker, who has continued to be a pal of his through the years. It was Dick Richards, in fact, who selected the famous hat-in-the-ring insignia for the Rickenbacker automobile. Others among his present friends who were known to him intimately then are William S. Knudsen, J. Edgar Hoover, K. T. Keller, and the late Walter Chrysler. In the days that found these friendships developing, Mr. Richards was headquartered in Columbus, O., where, also, he met P. M. Thomas, now secretary-treasurer of the Richards stations.

Eminently successful in the tire-selling business, Mr. Richards left it only in pursuit of greater success. He put it plainly to the people who then employed him. He wanted more concrete recognition of his talents on payday. Fortunately for the average motorist, the tire company found it impossible to increase this particular peddler's stipend—or today we would probably have eight wheels on our automobiles instead of four.

Mr. Richards opened his own automobile agency in Detroit. Casting about for media in which to promote the sale of his product, he talked matters over with another enterprising fellow—Leo J. Fitzpatrick, who had been imported from the newspaper business by the Jewett Radio & Phonograph Co. to put WJR in the black. Mr. Fitzpatrick sold Mr. Richards a 15-minute program on the Motor City outlet. Mr. Richards paid for the program out of his own funds, since the manufacturer of the automobile he was distributing refused to participate in the cost—being at that stage a nonbeliever in the art.

This pioneering spirit was in character for

(*Continued on Page 44*)

XUM

FOOD, CLOTHING, SHELTER... AND RADIO!

To the three basic needs of humankind.. food, clothing, and shelter.. many will add a fourth today: Radio. Certainly, it is no exaggeration to say that radio, in the last quarter-century, has become as habitual a factor in our daily lives as eating, dressing, working, and sleeping.

There is no loneliness wherever radio enters the home.. in the crowded metropolis no less than on the farms that dot remote regions. Night and day, come the radio voices of other human beings.. bringing services valuable alike to the nation and the individual.

In many homes, turning-on the radio in the morning is a custom as regular (and as automatic) as bringing-in the milk and the newspaper, and putting a pot of coffee on the stove. It is one of the things the American family does, not only from habit but by design. Truly.. it is the *fourth* dimension of civilized living.

More than 18,000,000 people live within the intense primary areas of six Westinghouse stations.. and most of them know from daily experience that they can always expect quality and variety in programs by staying in tune with Westinghouse.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!

His network group of 50—33 musicians, 14-voice chorus, 3 top soloists—have made 39 selections for Associated. More coming!

Ray Bloch . . . another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

BUYING the right transcribed library means getting real program material—*not* the things you can hear from any jukebox. Associated is the library that has always offered exclusively *radio-grooved* entertainment. BIG, glamorous *production music*...like Ray Bloch and his 50 top musicians. *Plus* the incomparable quality assured by APS high fidelity *vertical-cut* recording and pure Vinylite discs. Yes, the right library *can* pay off! Want proof? Write today for the Associated Library booklet. Associated Program Service, 25 W. 45th St., New York 19.

Associated Program Service

A Plus for AM...A Must for FM

Represented by Loren Watson, 400 Madison Ave., New York

Our Respects to

(*Continued from Page 42*)

Mr. Richards who had stunned competitive distributors by bringing Paul Whiteman's entire orchestra to Detroit for a week's engagement as a promotion stunt in opening his showroom.

Mr. Richards' first radio venture paid off. Immediately he bought the entire background of the station for a year's time—with an option to buy the station itself at the end of that period. He exercised the option and called upon Mr. Fitzpatrick to take over its management. WJR's history from that time to this—its rise to 50,000 watts of power—its affiliation with CBS—its devotion to community service, culminating this year when it won the duPont award for doing the outstanding station job in the nation during 1944—is known.

In 1930, after prospering at WJR as a result of judicious exploitation and sound management, Mr. Richards bought WGAR in Cleveland. WGAR started broadcasting Dec. 15, 1930. Illustrative of its progress is the fact that then it was a 500-w outlet and today it broadcasts with 5000 w, with a 50 kw in the offing, after the war freeze on equipment. Its manager, John Patt, was brought into the broadcasting business at Detroit by Mr. Fitzpatrick and is one of the famous Patt brothers of radio.

On the Coast

The pattern for progress established by WJR and WGAR has been followed, also, on the West Coast—where Mr. Richards owns KMPC. This station, a 500 watt daytime outlet in June, 1936, when Mr. Richards bought into it, now is a 10,000 watt fulltime operation.

Mr. Richards has spent some considerable time in California on doctor's orders. It was natural that he should enter the broadcasting business there, and no less natural that he should make a "go" of it in one of America's most competitive radio markets.

If he has a secret for success, it is service. Devoted to the cause of improving the lot of every American, he has time and again sacrificed commercial interests to lend the power of his stations to America's cause. Dick Richards is known in broadcasting circles as a hard-hitting, two-fisted operator; beneath that, as is so often the case, is a great-hearted man to whom principles are paramount to profit.

He has, and few know it, insisted through the years that every Richards station broadcast each Sunday a 15-minute tribute to mothers everywhere. This is his living monument to his own mother.

He has given without stint to the war effort, in many private ways that will never be known. It *is* known, however, that some of the outstanding contributions to the radio war have been made by men from the Richards organization. Morrie Pierce—WGAR's chief engineer, who "captured" the Italian fleet and the radio station at Luxembourg; Gene Carr, assistant to Mr. Richards, who devoted over two years to the Office of Censorship and now is on loan to the War Finance Division of the Treasury Dept. as radio director; Lloyd Sigmon of KMPC, now a major in the Signal Corps in England, and many others: over 80 men and women from the three stations.

Aside from Americanism and radio, Dick Richards' main interest in life is sports. He once owned the Detroit Lions, professional football team. It was there, as a matter of fact, that Bob Reynolds, KMPC manager, had his first training in the Richards organization—as a player. The same Mr. Reynolds who holds the record for having played three full games in the Rose Bowl and recently was elected president of the Southern California Broadcasters' Assn.

In the four years he owned the Lions, by the way, Mr. Richards got the lion's share of titles, winning two championships. Winning ways? Lucky? Secretary-Treasurer Thomas says the folks in the Richards organization are "plaque happy". It is true that these stations have won more than their share of awards for enterprising programming and public service.

Plays to Win

But Mr. Richards plays to win.

He wrote recently, when asked about a "new man" to succeed J. Harold Ryan when the latter bows out as NAB president: "We need a fine fighting American, more than any of us realizes, a man who is posted on the greatness of the job and the opportunity it offers him to serve his country."

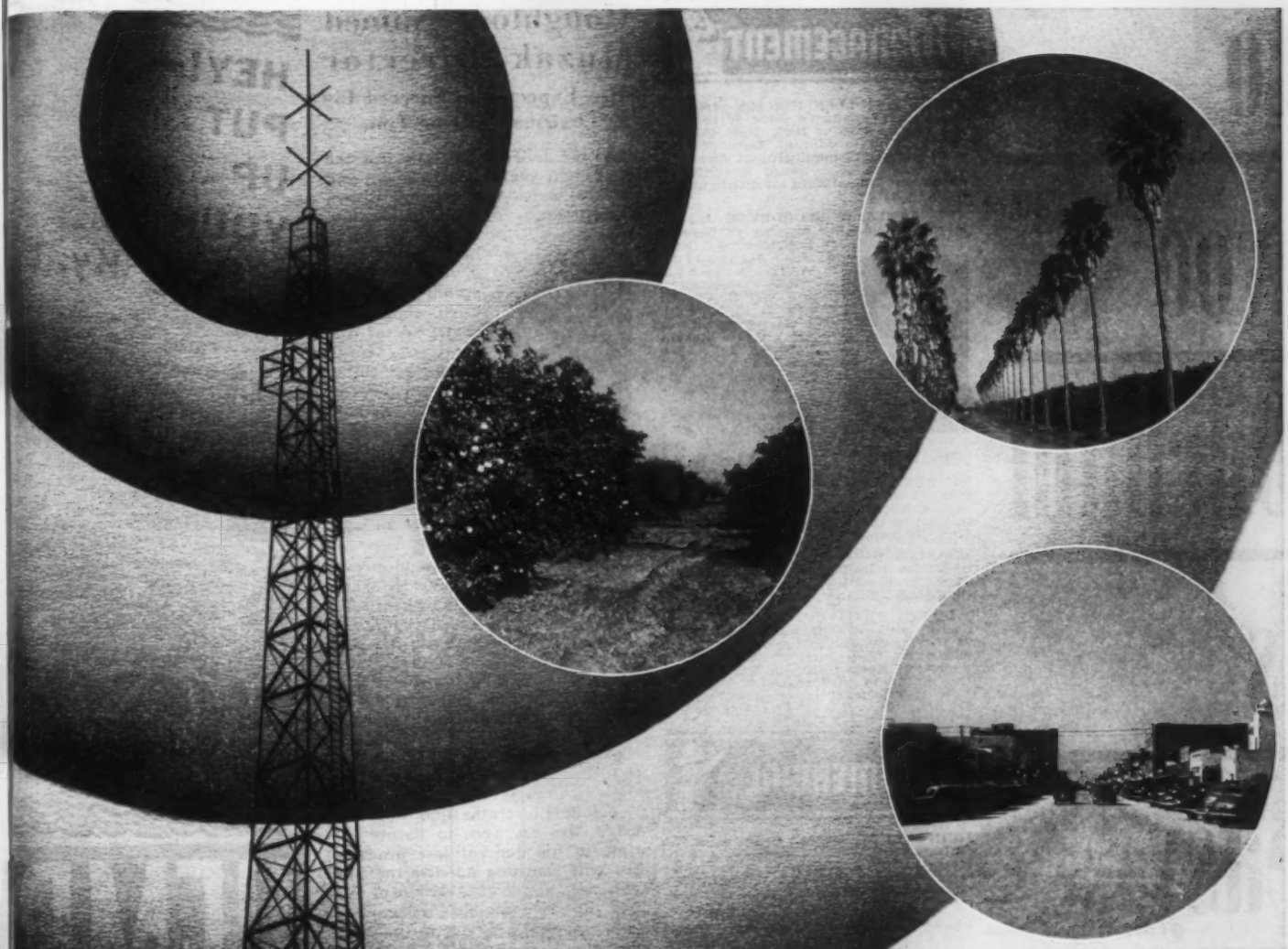
And to an employe on war service, he exhorted: "Step right out. Hit hard every day. Keep fighting. We are bound to win."

Those same sentiments he writes to every man from his organization who is in the war. He corresponds with them regularly, in long hand.

And yet he has time to devote to family life—with Mrs. Richards, the former Frances Stevens of Los Angeles; and with Rozene, their 20-year-old daughter, now a student at Leland Stanford.

Human Record

BECAUSE of the delay in the arrival of Gen. George S. Patton from the Bedford airport to the Hatch Shell on the Esplanade for his recent welcome to Boston, Lester Smith, director of the Yankee Network's Special Features Dept., had to ad lib continuously for 55 minutes. "I must have been vaccinated with a phonograph needle to have talked that long," Smith said afterward. The General's broadcast was his first since his arrival from Europe and was heard by millions of New Englanders over WNAC Boston and the Yankee Network.



The Magic Empire of the Rio Grande Is One Big City Dominated by KRGV

Think only of KRGV's $650.00 per capita income market, totaling 165 million dollars effective buying power, as a PERMANENT MARKET. In this area some type of commercial crop is grown every month of the year, making it possible to keep money rolling in constantly. Through KRGV you can attract these magic dollars to your product, because KRGV is the standout station in the "VALLEY."

Affiliated With N.B.C. • Member of Lone Star Chain

Voice of one of the Richest *Permanent* Markets in America

A CITY WITH A MAIN STREET 65 MILES LONG

LOWER RIO GRANDE VALLEY OF TEXAS

1290 ON THE DIAL

KRGV

WESLACO TEXAS

THE MAGIC EMPIRE OF THE RIO GRANDE

AFFILIATED WITH

TAYLOR-HOWE-SNOWDEN

Radio Sales

to
WOO
Durham★
is
easy
using
WDNC

★NORTH CAROLINA'S THIRD LARGEST CITY

Represented by Howard H. Wilson Co.

MANAGEMENT

FRANK E. MULLEN, NBC vice-president and general manager, June 16 received the merit award of Iowa State College, the Iowa State Alumni Assn. of Chicago and the General Alumni Assn. Inaugurated in 1932, award is conferred on outstanding alumni for distinguished public service.

PVT. JAMES W. WOODRUFF Jr., on leave as managing director of Georgia Broadcasting System, operating WATL Atlanta, WRBL Columbus, and WGPC Albany, now is in Karachi, India, assigned to Army Radio Station VU2ZX. In the Army since last year, when he enlisted, Pvt. Woodruff prior to his foreign service was assigned to AFRS headquarters in Los Angeles.

Mr. Woodruff

KENNETH H. BERKELEY, general manager of WMAL Washington, has been named member of the luncheon committee for the Washington reception to Gen. Dwight D. Eisenhower.

CHARLES GODWIN, assistant director of station relations for MBS, starts this week for a southern trip to greet the new MBS affiliates.

WILLIAM J. HALEY, director general of the BBC, will be the chief speaker at the luncheon meeting of the Television Press Club June 26 at the Hotel Sheraton, New York. He will address the group on "International Cooperation in Television" by shortwave from London.

COMMERCIAL

JOHN SCHULZ, formerly in the sales department of World Broadcasting System, Chicago, to McKinney & Son, Chicago, replacing **EDWARD W. STEVENS** [BROADCASTING, May 28], as salesman.

VIRGIL REITER Jr. is manager of the new Chicago office of WCAU Philadelphia at 400 N. Michigan Ave.

LT. LON A. KING, P-39 Lightning pilot and former assistant traffic manager at KPO-NBC San Francisco, has been awarded the Air Medal by Brig. Gen. Dean C. Strother in Italy.

JOHN STEBBINS, salesman for George P. Hollingbery Co., Chicago, is the father of a boy born June 4.

KCRA Sacramento, new station (250 w 1340 kc NBC) has appointed Headley-Reed Co. as national advertising representative effective June 1.

BURN-SMITH Co., station representative, has moved New York offices to Suite 1508 at 19 W. 44th St.

CJCH Halifax is represented exclusively throughout Canada by H. N. Stovin & Co., Toronto, as of June 5.

Talent Market

POTENTIALITIES of television and FM as new markets for talent will be explored at a conference June 23 at the Waldorf-Astoria, New York, under auspices of the Independent Citizens' Committee of the Arts, Sciences and Professions. Radio panel speakers will be Gilbert Seldes, CBS television program director; Peter Lyon, Radio Writers Guild president; and Norman Corwin, CBS writer-producer, and chairman of the committee's radio division. Open discussion from the floor will follow each speech. Dr. Harlow Shapley, director of the Harvard College observatory, is chairman of the conference.

Houghton Named Muzak Director

Also Expected to Succeed Fly As Chairman in Due Time

HARRY E. HOUGHTON, for the past eight years vice-president and general sales manager of Brown Co., producer of pulp, paper and related products, has been elected a director of Associated - Muzak Corp. and named chairman of the board of Muzak Corp., Associated Program Service and Associated Music Publishers, operating companies of the A-M enterprise, becoming chief administrative officer of the entire group of companies. He assumes his new duties today.

Mr. Houghton

In making the announcement, James Lawrence Fly, former chairman of the FCC and now chairman of the board of Associated-Muzak Corp., said he will retain his post for the present but that in due time he expects to turn it over to Mr. Houghton so that there can be no question of the latter's responsibility for the over-all operation of the organization. Mr. Fly explained that this will give the companies the full-time services of an additional administrator and will also leave Mr. Fly free to devote his time to his general law practice. He will continue as director and general counsel of A-M Corp. and will thus be available for legal and policy advisory service to the management.

Before joining Brown Co., Mr. Houghton was vice-president and director of two New York advertising agencies, Fletcher & Ellis and Geyer, Cornell & Newell. During the last six months, while still with Brown, he has acted as management-marketing consultant to Muzak and American-Blue. He is a member of the War Advertising Council.

WOPI Dedicates Studios, Celebrates Anniversary

WOPI Bristol, Tenn., celebrated its 16th anniversary Friday and at the same time dedicated its new studios and offices which replace those destroyed by a fire Feb. 24. The fire destroyed all WOPI's broadcasting equipment necessitating operation from a temporary studio. The new layout is on the third floor of the Union Trust building in Bristol.

Principal speaker on the anniversary broadcast was Clarence King, president of the local Chamber of Commerce. WOPI, an NBC affiliate since 1940 and a part of the Tennessee Valley Network since early this year, was founded in 1929 by W. A. Wilson and is still under his management.

HEY!— PUT UP YOUR DUKES (Ky.)!

Heck no, WAVE isn't mad at anybody! We just mean that, from the standpoint of sales, the odd names of such tiny settlements as Dukes, estimable as their few inhabitants may be, might as well be put up — the flue! Because: here in Kentucky your most important goal by far is WAVE's Louisville Trading Area. Here people spend more money *than in the whole remainder of the State.* Such money-earners as live here really are the American peerage — not Dukes!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

KFMB Sells SAN DIEGO

LET US SELL IT FOR YOU

San Diego is a highly concentrated, exclusive market which must be covered from within to be covered right!! There's an audience of 373,500 civilian people waiting for you in metropolitan San Diego. Get to them right with KFMB.

KFMB
THE BASIC BLUE NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.
JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

Another New "AMPEREXTRA" for Designers of Industrial Equipment

AMPEREX 235-R

R. F. POWER AMPLIFIER AND OSCILLATOR

The AMPEREX 235-R is a forced-air cooled triode, particularly well suited for high-frequency industrial use. Characteristics of the grid have been given especial attention so that operation to full output may be obtained at comparatively low plate voltages. This is an advantage which should merit the interest of industrial equipment designers now working on postwar products. Built into the 235-R, of course, are those notable ***"Amperextras"*** which give ***Amperex*** tubes peak performance over a greater period of working life.

GENERAL CHARACTERISTICS

Filament: Voltage	14.5-15.0 Volts	**Direct Interelectrode Capacitance** (approximate)	
Current	39.0 Amperes	**Grid to Plate**	9.0-μμf
Amplification Factor	14.0	**Grid to Filament**	10.0-μμf
Grid to Plate Transconductance @ 500 ma.	6500 Micromhos	**Plate to Filament**	1.5-μμf

Write for Additional Information

AMPEREX
the high performance tube

NOTE: The more popular types of ***Amperex*** tubes are now available through leading radio distributors.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET • • • • • • BROOKLYN 1, N. Y.

Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Ariab"

You haven't done everything you can . . . until you've donated a pint of your blood to the Red Cross Blood Bank

KEX Buys Site, Plans Expansion of Operations

KEX Portland, Ore., purchased in December 1944 by Westinghouse Radio Stations Inc., will occupy new quarters when extensive remodeling is completed of a new site just purchased. The Beth Israel school building and a half-block extending from 12th to 13th on Main St., have been bought, according to J. B. Conley, KEX general manager.

Purchase was handled by Walter Evans, Westinghouse Electric v-p as well as v-p and general manager of the station subsidiary. Plans call for two large studios on the first floor, with client rooms and observation booths. Three smaller studios and master control room will be on second floor. New site is step in expansion plans to include FM and television.

PRODUCTION

RAYMOND C. GANTTER, former program director of WFBL Syracuse, now with the Army in Czechoslovakia, has been commissioned a lieutenant. He also has been awarded the Silver Star.

ROBERT DUREN, with AFRS in Africa, Sicily and Italy for two years, has returned to KOMA Oklahoma City as announcer. **GEORGE TOMLINSON,** formerly with WDRC Hartford, joins KOMA as announcer.

BOB TURNER and **LARRY BARD,** overseas veterans new to radio, have joined the announcing staff of WRRN Warren, O.

CHARLES WARREN, formerly with WBEN Buffalo and WTAM Cleveland and just released from the AAF, has joined WOL Washington as announcer.

DOUG ROMINE, program director of KTSA San Antonio, to KARK Little Rock, Ark.

LT. ARTHUR M. HOLTER Jr., AAF pilot and former supervisor of page-boys at KPO-NBC San Francisco, is enroute home after four months as a German prisoner of war. He was liberated by the Russians.

RICHARD D. SMITH has joined the announcing staff of WHYN Holyoke, Mass.

CLIFFORD M. CLARK, known as the "Voice of Savannah" on the Armed Forces Network [BROADCASTING, Feb. 26], has returned to WSAV Savannah following release from the Army.

KATHERINE McANDREWS, released from the WAC and formerly with WELL Battle Creek, Mich., and WHBF Rock Island, Ill., is now parttime member of the production staff of WWL New Orleans.

JACK GULLER and **DON McWHORTER** have joined the announcing staff of WMMN Fairmont, W. Va.

Mrs. Hitchcock

MRS. A. SHERMAN HITCHCOCK, conductor of *How to Enter Contests and Win* on WTIC Hartford for the past five years, died last week. Mrs. Hitchcock recently received much notice and a considerable increase in her following through a suggestion that her listeners visit veterans in hospitals and induce them to enter contests. One Army doctor enthusiastically termed it "hobbytherapy".

GEOFFREY HOGWOOD has joined the announcing staff of CKY Winnipeg.

LT. BRIAN HODGKINSON, RCAF, announcer of CKY Winnipeg, and a prisoner of war in Germany since November 1941, is now in England enroute home.

RAY BUFFUM has been assigned producer of "I Was There" on CBS Pacific stations, replacing **ROBERT HAFTER.** Latter resigned to fulfill other radio commitments.

GENE BARRY, formerly with WTMV East St. Louis, Ill., to WING Dayton, O., as announcer.

LANSING LINDQUIST, officer in charge of the placement section, Radio Branch, War Dept. BPR, and former program director of WSYR Syracuse, has been promoted to captain.

MAJ. EMMETT GIFFEN of the AAF radio production unit at headquarters, Washington, and former staff musician of WOAI and KTSA San Antonio, is the father of a boy.

MICHAEL MARLOWE, 18-year-old announcer with WWSW Pittsburgh, has been hospitalized with blood poisoning. He has been in radio three years.

IRA MARION, American-Blue script writer, will teach a special six-week course in radio writing at the Juilliard School of Music in New York starting July 2.

JACK BINGHAM, former announcer of CKWX and CBR Vancouver, has joined the announcing staff of CBC Vancouver.

MARY WITSCHER is new member of KIRO Seattle.

BOB CONDON, former actor with Twentieth Century-Fox, to WHYN Holyoke, Mass., as announcer.

NORMAN RAGSDALE and **EDMOND WARREN** have joined the announcing staff of WSSV Petersburg, Va.

FRANK STIEGER, formerly with WMOH Hamilton, O., has joined WHIO Dayton, O., as announcer.

ELIZABETH ANN HODGES, new to radio, to continuity staff of KTSA San Antonio. **BOB BRINK,** new to radio, joins the announcing staff.

ROBERT NOVAK, Mutual director of talent and program development, is the father of a girl born June 7.

DAVE WILSON, announcer of CKWS Kingston, Ont., June 2 married Madelaine Cudmore of Sault Ste. Marie, Ont.

BOB HART, program director of CKGB Timmins, Ont., and **ANNE WLASI,** traffic manager of CKWS Kingston, Ont., are to be married at Kingston June 23.

ROD DEWAR, formerly of CKEY Toronto, has joined the announcing staff of CJKL Kirkland Lake, Ont.

JERRY CAMPBELL, released from the Army after two years service, has joined WLS Chicago as staff announcer.

ROBERT A. SIMON, director of continuity, has been named executive producer and editor for WOR New York.

GERTRUDE HOFFMAN, for two years assistant continuity acceptance editor at American-Blue, has been named head of the department to succeed **DOROTHY KEMBLE,** who has shifted to Mutual.

JOHN W. BARNES, producer of CBR Vancouver, June 9 married Martha Janet Roe.

STEVE APPLEBY, announcer of CBH Halifax, has married Kathleen Sayre of Rothesay, N. B.

IAN CROCKATT, announcer of CBO Ottawa, has married Naomi Raymond.

BRAZILIAN radio listeners, in a recent survey made in Rio de Janeiro by the radio magazine 'Fon-Fon', voted the Coca-Cola program, "Um Milhao de Melodias", the best musical program in Brazil in 1944. Second best was Schenley's "Instantaneous Sinfonicos". Both programs were produced by the Rio office of McCann-Erickson Inc.

How WKBB Gets Listeners For Your Program in Dubuqueland

In the Homes

WKBB provides each radio home in the Dubuque area, from time to time, with an attractive 16-page program booklet to be kept near the radio as a handy reference and constant reminder of WKBB's outstanding local and American Network features. This complete day-by-day program schdule for the entire week is conveniently arranged in chronological order. WKBB's program schedule booklets are only one of the many promotions which have made WKBB Dubuque's leading radio station.

More Dubuque people listen to WKBB, morning, noon, and night, than to any other radio station as evidenced in the April listener survey conducted by Robert S. Conlan & Associates. Listen preference for WKBB programs runs as high as 4 to 1. WKBB really delivers the listeners!

James D. Carpenter—Executive Vice President
Represented by Howard H. Wilson Company

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

Permanent Industries Make Permanent Markets

YOUR FUTURE IN SAVANNAH

THE giant plant of the Union Bag & Paper Corporation is a prime factor in Savannah's bright industrial future.

The largest integrated pulp-paper mill and bag factory in the world, this Savannah plant consumes 120 carloads of pulpwood daily—regularly employs 4,000 people in the plant, and 2,000 workers in the woods. The $10,000,000 annually paid these 6,000 employees, plus large expenditures for pulpwood and supplies, represents but a fraction of the enormous purchasing power of post-war Savannah. Although the Union Bag & Paper Corporation is busy helping to finish off the War right now, expansion plans are already formulated to meet the increasing peace-time need for its manufactured products.

Union Bag is just one of the great permanent industries that make the thriving Savannah Seaboard Market a *GOOD* investment—*PERMANENTLY.* And Savannah's own NBC Station covers this market—at the *LOWEST PER PERSON COST* of any medium.

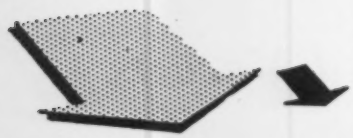
WSAV *"THE VOICE OF SAVANNAH"*

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative

Selling the New Savannah Seaboard Market



...well, almost-

so you'd better hurry if you want to sponsor

Fulton Lewis, jr.

in your own home town

America's top cooperative program — heard by more people on more stations with more sponsors than any other radio reporter. No wonder, only a few choice availabilities remain. So act at once. Phone, wire or write WILLIAM B. DOLPH, Barr Building, Washington 6, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

TECHNICAL

JOHN D. WOODWARD, president of Woodward Assoc., Baltimore engineering firm, has been named vice-president in charge of engineering of Wired Music Inc., New Orleans. He will continue to headquarter in Baltimore.

GLENN D. GILLETT, consulting radio engineer of Washington, has arrived in the Marianas, at the headquarters of XXI Bomber Command. He is on a special radio-electronics mission, similar to the wartime consulting work he has done for three years.

Mr. Gillett

AL JOHNS, transmitter engineer with WRRN Warren, O., has returned to the station after completing a nine-month radio engineering course at Coyne Electric & Radio School, Chicago.

LT. COL. PAUL CLARK, USAAF, released after three years service, has returned to the NBC central division engineering staff as junior control room supervisor.

FRANK J. SAMMER, formerly with Western Electric Co., New York, has joined the engineering staff of WKNE Keene, N. H.

KEN FOSTER, operator of CBL Toronto, is the father of a boy.

VERNA HOLMES, control operator of CJKL Kirkland Lake, Ont., was married on June 7 to Woodrow Newton of Kirkland Lake.

HARRY SANDERS, former operator of CKY Winnipeg, is now in England and is recovering from wounds received early in March during action on the western front with the Canadian Army.

BILL HANEY, former senior transmitter operator of CKY Winnipeg, is at present in Alexandria, Egypt, on special communications work with the armed services.

C. W. HACKENYOS has been appointed Atlantic district representative for General Electric Co. electronics department with headquarters in Philadelphia.

H. S. PUTNAM, publicity manager of Canadian Marconi Co., Montreal, has been elected secretary of the Technical Advertisers Assn. of Montreal.

HOFFMAN RADIO Corp., Los Angeles, has been awarded the first star for its Army-Navy "E" production pennant.

R. M. BROPHY, president of Rogers Majestic Ltd. and Rogers Electronic Tubes Ltd., and former director of CFCF Montreal, was reelected president of the Radio Mfrs. Assn. of Canada at the 16th annual convention held June 7 at Niagara Falls, Ont. **S. L. CAPELL,** vice-president and general manager of Philco Corp. of Canada, was reelected vice-president, and **W. W. RICHARDSON** was re-appointed general manager of the association. Mr. Brophy reported that Canada had adequate plant and manpower to meet postwar radio receiver construction demands, but that Ottawa had not yet lifted the ban on civilian radio receiver construction.

NEWS

HENRY ORBACH, American-Blue western division director of news and news features, has resigned. **JEAN WRIGHT,** formerly his assistant, has temporarily taken over department management.

BILL SLOCUM Jr., CBS war correspondent in France, Germany and England for three months, has returned to New York, and resumed his post as CBS director of special events.

STANLEY MAXTED, BBC war correspondent on loan from the CBC, is returning to the Pacific war zone by way of Canada. He took part in the airborne invasion of Arnheim, Holland.

CAPT. DICK FISHEL, USMC, sports announcer in New York before entering the service, has been assigned to the Armed Forces Radio Service, Los Angeles.

THOMAS J. FOY, with WGN Chicago 14 years, last five as news editor, has resigned effective June 23 to do freelance publicity and script writing.

JACK KNOTT, formerly with WHO Des Moines, to WSPA Spartanburg, S. C., as news editor.

JAMES ROY PHILLIPPE is new sports editor and special events announcer of WSAZ Huntington, W. Va.

DOROTHY AMES HOLLOWAY resigned last week as assistant information director of the FCC to join the Washington news staff of Transradio Press.

GRANT PARR, NBC correspondent formerly in Italy and Cairo, has arrived in Beirut, Syria. Believed to be the only radio correspondent in the region, he expects to use a French government transmitter in Beirut and beam broadcasts to Rome for transmission to U. S.

It brings **RESULTS!**

You'll get a "lift" in sales when your message is broadcast over WLAW. Daytime coverage 1,902,591.

WLAW

LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 Kc.

Covering New England's 3rd LARGEST CONCENTRATED AUDIENCE

NATIONAL REPRESENTATIVES:
WEED & CO.

AP

WMUR, Manchester, N. H.

. . . may I compliment you again on the high quality of the selling presentations on Telescript features you are forwarding to us.

Hervey Carter
Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

XUM

KMJ like NBC wins listener preference

FAIRCHILD AERIAL PHOTO

1 KMJ FRESNO COMPLETELY COVERS THE HEART OF CALIFORNIA

There's plenty of buying power out there in the heart of California. Fresno is the No. 1 city in a wealthy market world-famous for its wineries, raisin and fig industries, fruit-packing plants and oil fields. And there's money jingling in the pockets of those Fresno citizens. As a matter of fact, the total retail sales in 1943 were more than $78,000,000.

2 LOCAL AND NBC PROGRAMS MAKE KMJ THE NO. 1 STATION IN FRESNO

You've really got something when you've got time on KMJ, Fresno's leading station. Advertisers know from experience that KMJ does a super-selling job for them. Good local shows like "KMJ Goes To School"—plus top NBC Western Division programs—plus outstanding NBC Transcontinentals—are a combination that can't miss! Another No. 1 station on a No. 1 network.

1945 — Radio's 25th Anniversary — Pledged to Victory

WESTERN DIVISION

HOLLYWOOD *Sunset and Vine* ★ **SAN FRANCISCO** *Taylor and O'Farrell*

Station	City
KCRA	Sacramento, California
KDYL	Salt Lake City, Utah
KFI	Los Angeles, California
KFSD	San Diego, California
KGHL	Billings, Montana
KGIR	Butte, Montana
KGLU	Safford, Arizona
KGW	Portland, Oregon
KHQ	Spokane, Washington
KIDO	Boise, Idaho
KMED	Medford, Oregon
KMJ	Fresno, California
KOA	Denver, Colorado
KOB	Albuquerque, New Mexico
KOH	Reno, Nevada
KOMO	Seattle, Washington
KPFA	Helena, Montana
KPO	San Francisco, California
KRBM	Bozeman, Montana
KSEI	Pocatello, Idaho
KTAR	Phoenix, Arizona
KTFI	Twin Falls, Idaho
KTSM	El Paso, Texas
KVOA	Tucson, Arizona
KWJB	Globe, Arizona
KYCA	Prescott, Arizona
KYUM	Yuma, Arizona

of the NATIONAL BROADCASTING COMPANY, INC.

★ ★

A SERVICE OF THE RADIO CORPORATION OF AMERICA

TO ADVERTISERS WHO ARE LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS

COLUMBIA SOUTH CAROLINA

5000 WATTS • 560 KC

G. RICHARD SHAFTO, General Manager

J. DUDLEY SAUMENIG, Sales Manager

FREE & PETERS, Inc., National Representatives

SPONSORS

CANADA DRY International, New York, is testing a full-hour weekly program, 11 p.m.-12 midnight, Saturday, on KFH Wichita and plans to use same format in other areas if the current experiment proves successful, according to J. M. Mathes Inc., New York, agency for Canada Dry. Program plays to the local interest angle, using recorded music selected as most popular in that area on basis of juke-box tabulations. Titled "Canada Dry Open House", program also gives news and sports again playing up regional slant by having KFH summarize and comment on local sporting events. Program is part of a national spot campaign for Canada Dry sparkling water.

PLYMOUTH Motor Corp. of Chrysler Corp., Detroit, is testing a half-hour dramatic program "Chuck Carson Plymouth Dealer" in five markets. On 13-week basis, test is using WJR KPO WIBW WTIC WSB. Program was packaged by Transamerican Corp., New York. Agency for Plymouth is N. W. Ayer & Son, Philadelphia.

MARIA DANCIA LABS., New York, has appointed A. W. Lewin Co., New York, to handle advertising for cosmetic line. Test radio campaign is to be conducted this fall in a New England city. Neither program format nor test city has yet been decided.

LEVER BROS., Cambridge, Mass., has replaced "I Challenge You" on WABD, DuMont station, New York, effective June 12 with a new series of short one-character vignettes titled "Audition in Studio B", Tuesday 9 p.m. Ruthrauff & Ryan, New York, is agency.

BERNARD TRUPP, formerly associated with the Joseph Katz Co., has been appointed advertising manager for Crown Central Petroleum Corp., Baltimore.

JOHN DAVID Inc., New York (men's clothing), began sponsorship of "Suit Yourself", June 12, 10:30-11 p.m. on WJZ New York. Format consists of a quiz program combined with Bert Bacharach's "Letter to Your Serviceman". Contract for 52 weeks placed thru Gussow-Kahn & Co., New York.

NYLON-IZE, Hollywood, on June 11 added the following stations to list [BROADCASTING, May 14] carrying five quarter-hour recorded musical shows weekly, for 52 weeks thru Rocklin Irving & Assoc., Chicago: WLOG KFVD KOAM WINN KHMO.

FURRIERS Inc., Chicago, began sponsorship June 4 of 28 spots weekly on WAIT Chicago. Contract for 52 weeks placed by Rocklin Irving & Assoc., Chicago.

LIBBY FURNITURE & LINOLEUM Co., Chicago, began sponsorship June 18 of "Man on the Street", featuring Jack Brickhouse, on WJJD Chicago, Monday thru Friday 11:15-11:30 a.m.; Saturday 7:15-7:30 p.m. Show will originate from front of Oriental Theater except Saturday when it will originate from Libby's showrooms. Contract for 52 weeks placed by Rocklin Irving & Assoc., Chicago.

LINCOLN National Bank & Trust Co., Syracuse, has started evening schedule of announcements on WFBL Syracuse.

SHULTON Inc., New York (toiletries), has appointed A. J. Denne & Co., Toronto, to handle Canadian advertising.

CANADIAN CANNERS Ltd., Hamilton, Ont. (canned foods), has started five weekly transcribed spot announcements on 20 Canadian stations. Account was placed by F. H. Hayhurst Co., Toronto.

FIRESTONE TIRE & RUBBER Co., Akron (tires, tubes), on June 5 started weekly schedule of 30 spots on KMPC Hollywood. Contract is for 52 weeks. Sweeney & James Co., Cleveland, has account.

KELLY KAR Co., Los Angeles (used cars), on June 4 started five-weekly "Old Corral" on KFI Los Angeles. Contract is for 52 weeks. Firm in addition sponsors nightly 60-minute "Midnight Merry-Go-Round" as well as early morning newscast on KNX Hollywood; twice-daily "Johnson Family," serial on KHJ and varied newscast schedule on KFAC KECA KFWB with daily roundup of news correspondents on KECA. Concern also uses Spanish language program on KGFJ. Coast Western Adv., Los Angeles, has account.

ARROWHEAD & PURITAS WATERS Inc., Los Angeles (bottled drinking water), in a 26-week campaign on June 20 starts two announcements daily on eight southern California stations. List includes KERN KXO KFI KNX KFXM KFSD KVEC KTMS. Agency is The McCarty Co., Los Angeles.

TIVOLI BREWING Co., Los Angeles, on June 4 started a schedule of daily spot announcements during race result programs on KGFJ and KRKD. Agency is Dana Jones Co., Los Angeles.

SOUTHWEST FOOD PRODUCTS Co., Long Beach, Cal. (Dude Ranch waffle aid, and pure fruit preserves), adding to its Pacific Northwest campaign, has started sponsoring weekly quarter-hour "The Old Corral" on KHQ Spokane. Firm also sponsors that program three weekly on KOMO Seattle and thrice-weekly "Red's Gang" on KOIN Portland. Garfield & Guild Adv., Los Angeles, has account.

WESTERN STOVE Co., Culver City, Cal. (institutional), on June 18 shifts five-weekly transcribed quarter-hour "Mystery Chef" on KECA and KGO to KHJ and KFRC. Firm in addition is using spot announcement schedule on KGO KFMB KGB. Contracts are for 52 weeks. Agency is Mays & Bennett Adv., Los Angeles.

SMITHS, Oakland, Cal. (retail men's and boys' apparel store), has contracted for time between the double-header Pacific Coast League weekly baseball schedule on KROW Oakland. Broadcast includes five-minute sportscast, newscast and popular recordings. Garfield & Guild Adv., San Francisco, has account.

GOLDBLATT BROS., Chicago (dept. store), has appointed Salem N. Baskin Adv., Chicago, as public relations counsel.

SCUDDER FOOD PRODUCTS, Monterey Park, Cal. (potato chips, peanut butter), currently is using a varied spot announcement schedule on KNX KFOX KFXM KFSD KGB KECA KHJ. Agency is Davis & Beaven Adv., Los Angeles.

(Continued on page 54)

HOTEL ROOSEVELT

Dean Carpenter, General Manager

MADISON AVENUE AT 45th STREET, NEW YORK

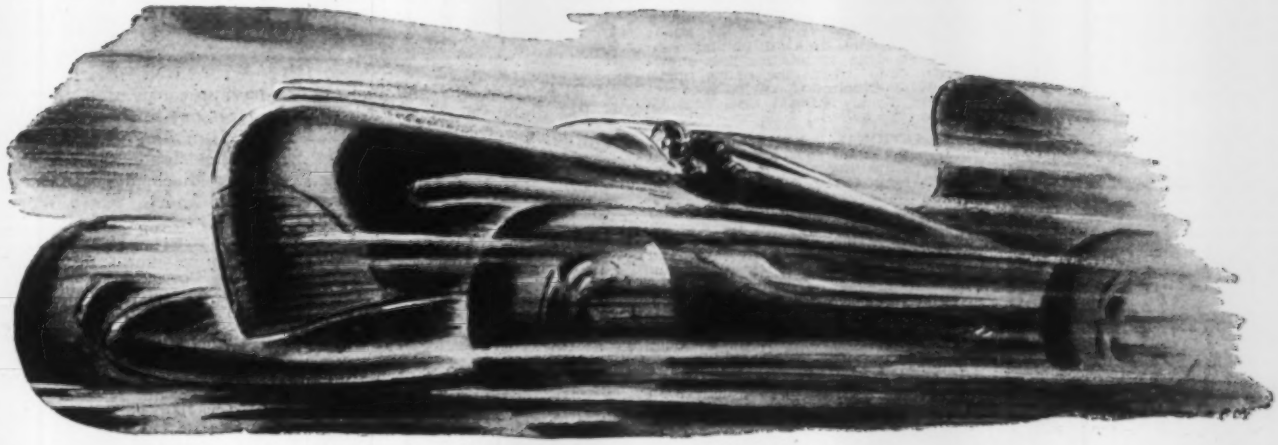
CONVENIENCE in New York . . .

is the word for The Roosevelt! Just a step from Grand Central and Airlines Terminals—and mid-town Manhattan's finest shopping, business and recreational areas. Typically Hilton—in service and hospitality. Rooms with Bath from $4.50.

Other Hilton Hotels from Coast to Coast. Chicago: The Stevens; Dayton: The Dayton-Biltmore; Los Angeles: The Town House. C. N. Hilton, President.

Direct Entrance to Grand Central Terminal

YOU MAY BE ABLE TO DRIVE 369.7 MILES PER HOUR* —



BUT—YOU CAN'T STEER AN "OUTSIDE" RADIO PROGRAM INTO WESTERN MICHIGAN!

Yes, a casual look at a map would indicate that Kalamazoo and Grand Rapids were within fairly easy range of any big station in Chicago and Detroit.

But maps don't show the mysterious barrier of *fading* that makes this section nearly as isolated as Australia, so far as radio reception is concerned.

Result: *Only local broadcasts can be heard satisfactorily hereabouts.*

A real combination—WKZO in Kalamazoo and WJEF in Grand Rapids—now offers complete coverage of all Western Michigan at a bargain rate per thousand radio homes. Strategically located—both CBS—they reach every inch of these two big markets and the intervening countryside with skilled local programming. And *both* can be obtained at one low combination rate!

Let us send you the whole story—or just ask Free & Peters!

** John R. Cobb did it on the Bonneville Salt Flats, Utah, in 1939.*

WKZO
CBS – FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

DETROIT'S LEADING INDEPENDENT STATION

WJBK

ALL FOR ONE
ONE FOR ALL

The accounts listed below have been with WJBK for six months or more:

Carter's Little Liver Pills
Super Suds
Del Monte Coffee
Ex Lax
Lifebuoy
Rinso
Tintex
Wild Root Cream Oil
Wurlitzer
Kresge
Sunshine Biscuit
Pillsbury Flour
Oxydol
Ward Baking Co.
Adam Hats
Bond Bread
Chelsea Cigarettes

WJBK
GETS RESULTS

★
THAT'S WHY

STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in the country.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2, MICH.

Sponsors

(Continued from page 52)

RKO RADIO PICTURES, New York, for the Boston premiere June 24 of "Back To Bataan" and subsequent opening in 100 New England cities, will use five-minute transcribed programs, one-minute spots and chain breaks on about 35 New England stations, including the Yankee Network. Total radio budget for New England area will be about $35,000. Same schedule will be placed on New York state outlets for first showing. In Ohio, where the movie opens next, WLW Cincinnati will be used exclusively. Agency is Foote, Cone & Belding, New York.

INTERNATIONAL PICTURES, New York, plans large spot radio campaign for Texas opening of Gary Cooper picture, "Along Came Jones", scheduled for simultaneous showing in 100 Texas cities June 20. Spot announcements and chain breaks will be used for a week before and several days after the premiere, on Texas Quality Network and other local outlets. Agency: Buchanan & Co., New York.

MILROSE PRODUCTS Co., New York, for Rad Cleanser, is using a spot announcement and participation program campaign in New York City and Massachusetts. Company uses WSPR Springfield, spots five-weekly, and WTIC Hartford, spots on varying frequency. In New York, Milrose has twice-weekly participation in "The Fitzgeralds", WJZ; thrice-weekly "Run of the House", WQXR "Gloom Dodgers", WHN, and thrice - weekly announcements on WNEW. Company plans radio advertising on distribution of Rad to food, hardware and house furnishing stores on national basis. Agency: The Winer Co., New York.

BARKER'S BREAD Ltd., Toronto (chain bakers), has started newscasts six-weekly on CKEY Toronto. Agency is Jack Murray Ltd., Toronto.

BURLESQUE ON the history of shaving constituted television debut of Pal Blade Co., New York shaving accessory firm, on WABD, DuMont television station in New York. L to r: "Man who needs a shave", James Backus, Broadway actor; Carl Mark, television and radio director, Al Paul Lefton Co., Pal agency; Robert J. Misch, agency vice-president; Edwin Kraus, Pal sales manager; Teddie Judell, "Cave Woman".

CONSOLIDATED Royal Chemical Corp., Chicago, maker of Krank's Shave Kreem, on June 13 started twice-weekly sponsorship of the quarter-hour "Man on the Street" program on WOR New York. Effective for 52 weeks, contract was placed by Russel M. Seed Co., Chicago.

HUNT BROS. Packing Co., Hayward, Cal., has appointed Young & Rubicam effective June 1 to handle advertising. Agency will supervise CBS package show "I Was There" which originates on the West Coast for Hunt Bros.

FREDERIC G. BERNER, chief administrative assistant to **CLARENCE MARK**, president of G. Washington Coffee Refining Co., has been promoted to vice-president and general manager of the American Home Foods affiliate.

LACO PRODUCTS, Waltham, Mass. June 14 started thrice-weekly participations on WABC New York for Laco Castile soap and shampoo. Agency is Joseph Katz Co., Baltimore.

SUPERTEST PETROLEUM Corp., Toronto (gasoline and oil), July 1 starts twice weekly spots on 16 Ontario stations and on Oct. 2 starts weekly quarter-hour transcriptions on the same stations. Agency is Harry E. Foster Agencies, Toronto.

CURTIS PUB. Co., Philadelphia (Saturday Evepost), July 4 starts transcribed spots 24 weekly for one year on CKEY Toronto. Agency is MacFarland, Aveyard & Co., New York.

CANADIAN CHINCILLA Co., Toronto, has started thrice-weekly spots on a number of Ontario stations. Account was placed by Frontenac Broadcasting Co., Toronto.

MUNISING PAPER Co., Chicago, has appointed Dancer - Fitzgerald - Sample, Chicago, to handle its advertising. Radio is considered.

MELVILLE RADIO INSTITUTE, New York technical school, has appointed Seidel Rdv., New York, to handle advertising. A strong spot radio campaign is planned for the New York area within few weeks. Institute may expand to national basis, using large radio budget.

JOHN DAVID Inc., New York, men's clothing firm, on June 12 for 52 weeks started a half-hour quiz program heard once a week on WJZ New York. Agency: Gussow-Kahn & Co., New York.

NEW transcribed series produced and packaged by Charles Michelson Radio Transcriptions, New York, titled "A Date With Music", has been placed for local sponsorship on the following stations: WIP KGU WOPI KTAR KTSM WARM KMO WWL WIRE WPAR WJLS WNOE KMAC KTBC.

STAMPS-BAXTER Music & Printing Co., Dallas, has increased radio schedule to eight spots weekly on WFAA Dallas for 26 weeks.

PACKARD-BELL Co. has named Lockwood-Shackelford Adv., Los Angeles, as agency on radios and PhonOcords. Audience participation show "PhonOcord Family Party" will be tested for 13 weeks on KFI Los Angeles with Pacific Coast expansion in fall.

VONETT SALES Co., Los Angeles (cosmetics), on June 7 started twice-weekly quarter-hour "Star Gazing with Frances Scully" on KECA Hollywood. Agency is Adolph Wenland Adv., Los Angeles.

14,400
GROCERY STORES . . .

. . . Where the cash registers ring up over $324,171,000 in just one year. That's the picture of the grocery business in the WGY COMMUNITY*— created as it is by WGY in central and eastern New York and western New England where 1,045,717 radio families keep their sets tuned to WGY more than to any other station in the area.

And WGY is the ONLY medium you can use to combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000 and 40 incorporated towns and villages of over 5000 population.

WGY
Schenectady, N. Y.
50,000 watts—23 years of service—NBC
Represented Nationally by NBC Spot Sales
GENERAL ELECTRIC
WGY-228

WCKY
THE L. B. Wilson STATION

better recordings

And they are better! Radio experts cannot be sure whether they are listening to a "live" show or an audiodisc transcription. For high fidelity, minimum surface noise, low distortion and maximum frequency range, there is nothing finer than an Audiodisc.

AUDIO DEVICES, INC., 444 Madison Ave., New York

. . . they speak for themselves **audiodiscs**

They Run the Place

Listeners have the "say" when it comes to WAIR program policies. That's why this "peoples' " radio station is the stand-by of every age and class in this big-money market.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG
TORONTO

WSLB
(Mutual)
Ogdensburg, N. Y.

Is Typical
YOKEL
250 Watts
AND ALL THAT
But no
CORN POPPER

RCA—All the way
Full UP wire (5 years)
Ministers' Assoc. (5 years)
Rural Reporter (5 years)
(67 women correspondents)
Local Editor (newspaper refugee)

WSLB
IS
COUNTRY—BUT GOOD
(The Walker Co. Representatives)

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas TOPEKA

MOSKOVICS NAMED TO CBS VIDEO POST

GEORGE MOSKOVICS, with CBS for nine years, most recently as assistant sales manager of CBS Radio Sales in New York, has been named commercial manager of television operations, a newly created CBS post. Appointment is "in anticipation of experimental commercial video activities," Joseph H. Ream, CBS vice-president, announced.

Mr. Moskovics

Mr. Ream said the appointment, together with the return July 1 of Lawrence W. Lowman as vice-president in charge of television and the creation of the CBS Television Audience Research Institute, "underline the increasing importance of television in CBS operations."

Color Experiments Continue

CBS is expected to invite advertisers and agencies to experiment with commercial television program production in its studios in the near future, but there are still a number of details to be worked out before the invitation is issued. The network's experiments with high-definition, full color television are continuing as rapidly as possible under wartime conditions with "extremely good results" and the network hopes to be able to demonstrate its progress by fall. "The large-screen developments recently shown are wonderful," one CBS executive said, "but color is wonderful, too, and we think the public is entitled to the whole works in its postwar television receiver."

Mr. Moskovics has a background combining engineering, sales, advertising, use of graphic media and 13 years in radio. Before coming to New York he was for a number of years in charge of sales for the Columbia Pacific Network. Herbert A. Carlborg, special account executive in Radio Sales since 1942 and previously with CBS in Detroit, succeeds Mr. Moskovics as assistant eastern sales manager of Radio Sales.

Admiral Showings

ADMIRAL Corp., Chicago, is holding a series of dealer meetings throughout the country to announce merchandising plans and show models of postwar radios. Seven models of radios and radio phonographs, in addition to Admiral's complete line of radio accessories, will be shown at the meetings. First meeting was in Chicago June 7-9 for Admiral officers and key executives. New England gathering was in New York June 13. Southern group met in Atlanta June 15. Southwest group meets in Kansas City June 20 and western district distributors meet in Los Angeles June 25.

AGENCIES

LEON LIVINGSTON ADV., San Francisco, has opened a New York office headed by **E. B. KROUGH**, partner, to handle the Nestle Milk Products account. Offices are located at 155 E. 44th St.; phone: MUrray Hill 2-7296.

JOSEPH R. STAUFFER, released from the Army as lieutenant-colonel, has joined the New York office of N. W. Ayer & Son, in charge of radio program production. Before entering the service, Mr. Stauffer was in charge of radio operations at Kenyon & Eckhardt, New York, and prior to that was Hollywood office manager of Young & Rubicam. The N. W. Ayer & Son post has been vacant for some time.

Mr. Stauffer

ADELINE EBLING, former director of publicity for the Civic Concert Service of NBC New York, has joined the creative staff of Fuller & Smith & Ross, New York, to do promotion and merchandising for Westinghouse account.

ED SANFORD, former associate of Richman-Sanford Productions, has resigned to join the Chernow Adv. Co., New York, as head of radio and television department.

DORCAS GARLAND, formerly associated with the home economics division of the Borden Co., has joined Kaplan & Bruck Adv., New York.

FRANK BROMBERG, resigned from Hal A. Salzman Assoc., has joined Diener & Dorskind, New York, as account executive.

LT. COL. MAXIMILIAN ELSER Jr., former public relations director for J. Walter Thompson Co., New York, has been awarded the Bronze Star for "meritorious achievement" in connection with operations on Mindanao.

BINGHAM K. MATTOX, former executive assistant and confidential secretary to Gov. Charles Harwood of the Virgin Islands, has joined the administrative staff of Fuller & Smith & Ross, New York.

HERMAN G. DEUPREE has joined Charles J. Pettinger Co., Indianapolis, to head new public relations service department.

PHIL MYGATT, radio director of J. Walter Thompson Co., Toronto, has joined Geyer-Cornell & Newell, New York. **IRIS ALDEN** has been appointed temporary radio director.

SPADEA Adv., New York, new agency, has moved to permanent quarters at 270 Park Ave.

JACK ROACH, Hollywood producer of Young & Rubicam, has been shifted to New York for the summer season.

HARRY E. FOSTER of Foster Agencies Ltd., Toronto, was elected president of the Radio Executives Club of Toronto at the second annual meeting of the club June 8. He succeeds founder **W. C. WRIGHT**, station representative.

WALTER ELLIOTT of Elliott-Haynes Ltd., research firm, was elected vice-president, with **ART BENSON** of "Canadian Broadcaster" as secretary, and **WALTER ENGER** of McKim Adv., as treasurer.

RUSSELL T. KELLEY, president of Russell T. Kelley Ltd., Hamilton advertising agency, was elected a member of the Ontario provincial legislature in the provincial elections.

WARD WHEELOCK Co. has re-established West Coast offices at 6253 Hollywood Blvd., Hollywood. **MARGARET FOSS**, formerly of CBS and BBDO, has been appointed office manager.

RICHARD K. JONES, formerly with the Inland Mfg. Division of General Motors, Dayton, has joined the copy department of Ralph H. Jones Co., Cincinnati. He is the son of **RALPH H. JONES**, founder of the 29 year old agency.

ALLIED ARTS

KEITH BROWN, senior member of the production staff of American-Blue, on July 1 is to join Berg-Allenberg Inc., Hollywood, talent representative.

MITCHELL BENSON, formerly of the radio department, William Morris Agency, has joined the Gale Inc., New York, as combination salesman-producer of radio programs. **DONALD EPHLIN**, who recently joined the Gale radio department, is now in Detroit on leave of absence and is expected to return to New York in six weeks.

WILMA FREEMAN, formerly with United Artists, has joined Tom Fizdale Inc., New York, in an executive capacity in charge of exploitation and promotion departments.

THREE-YEAR contract between ASCAP and Uniao Brasileira de Compositores, Brazilian performing right society, has been negotiated, effective Jan. 1, 1946, succeeding present contract between ASCAP and the Associacao Brasileria de Compositores e Autores, which then will be merged with UBC.

E. B. LATHAM & Co. has been appointed distributor for the Lear home radio line in the New York metropolitan area.

J. R. LONGSTAFFE Ltd., Toronto, radio manufacturers agent, is now Canadian distributor for Gould-Moodey Inc., New York, blank record manufacturers.

BRIGHT DISTRIBUTING Co., Knoxville, Tenn., has been appointed distributor in eastern Tennessee, for Stewart-Warner postwar home radios.

RAYMOND ROSEN & Co., RCA distributors in Philadelphia, installed the powerful sound system for Philadelphia's 100,000 seat Municipal Stadium for the Music Festival presented under the auspices of the Philadelphia Inquirer.

Bell Telephone Building, Montreal, P.Q.

NUMBER, PLEASE . . .

The right number of people listening to your radio program is the measure of sales success. Quebec Province is a live market of 3½ million people who listen to their radios more than in any other part of Canada. You can attract many loyal buyers to your products if you give them the radio program which is especially built to their preferences—adaptations of English programs rarely succeed in this Province. Our business is that of building and producing radio programs which get results, because we understand Quebec. Let us help YOU.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

Super-Dooper HOOPERS!

Every nighttime NBC show on WOW has a higher Omaha Hooper than the national average! In the "top 15" — WOW gives a specific plus of from 4 to 11 points ABOVE the 32-city national ratings. WOW does a BETTER-THAN-AVERAGE job on its network shows . . . it does a similarly good job for National spot advertisers. Write, wire or phone for availabilities.

RATINGS OF TOP 15 NBC NIGHTTIME SHOWS NATIONALLY — COMPARED TO OMAHA RATINGS

October, 1944 through February, 1945

PROGRAM	32 City (National) Averages	Rank (Omaha)	Omaha (WOW) Hooperating	WOW plus rating
Rank (Nationally)				
1. Bob Hope	31.0	1.	39.8	+ 8.8
2. Fibber McGee and Molly	27.7	2.	35.6	+ 7.9
3. Charlie McCarthy Show	24.3	5.	31.5	+ 7.2
4. Bing Crosby	22.4	8.	29.0	+ 6.6
5. Jack Benny	22.1	7.	29.4	+ 7.3
6. Davis with J. Haley	21.7	3.	33.0	+11.3
7. Mr. District Attorney	21.2	4.	31.9	+10.7
8. Abbott & Costello	19.7	12.	23.7	+ 4.0
9. Hildegarde	19.6	6.	31.4	+11.8
10. Kay Kyser (2nd half)	19.2	9.	27.9	+ 8.7
11. Eddie Cantor	18.2	15.	22.6	+ 4.4
12. Kay Kyser (1st half)	18.0	9.	26.2	+ 8.2
13. Can You Top This	16.0	21.	20.1	+ 4.1
14. Fitch Bandwagon	16.8	11.	24.8	+ 9.0
15. Dinah Shore	15.2	19.	20.9	+ 5.7

Note: Omaha figures are taken from the "Continuing Measurement of Radio Listening" report for October 1944 thru February 1945. National ratings are from the "Sectional" Hooperatings report covering the identical period.

Note: We will be happy to send you the Omaha Hooper Rating on any rated WOW show.

RADIO STATION **WOW** INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

WGR
REGIONAL COVERAGE
550 K.C.
BUFFALO'S
BLUE
NETWORK
STATION
BUFFALO
BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representatives: FREE & PETERS, INC.

'Eisenhower' by Knight

WORDS and music of the new song "Eisenhower", recently introduced in the U. S. by Eddie Cantor, were composed by Vick Knight while with the Troop Broadcasting Service, SHAEF. Mr. Knight, recently returned to the States for reassignment, was formerly a member of the CBS program directors' board and had previously been program director of WHK Cleveland. His song was written in the home town of Joseph Goebbels, Muenchen Gladbach, Germany, set to music on a German piano and first sung by the famous Seine Section Glee Club in Paris. It was rushed to the U. S. and printed by Forster Inc., Chicago.

Cooperation

WHEN one station tells its listeners to tune in another station, that's news. Through an error, CKEY Toronto was listed as the station carrying a speech for the Canadian elections. But the speaker was scheduled to go on CFRB. CKEY flashed an announcement 15 minutes before the scheduled speech, telling the audience to tune into CFRB if they wanted to hear the gentleman.

ALBUQUERQUE

Is New Mexico's Major Market

★ KGGM ★

1260 KC. – 1000 WATTS. FULL TIME – COLUMBIA AFFILIATE

POPULATION*	73,327
14 1/3% OF TOTAL STATE POPULATION	
BUYING POWER**	$90,265
27 1/10% OF TOTAL STATE INCOME	
RETAIL SALES**	$40,580
22 8/10% OF TOTAL STATE RETAIL SALES	

* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

KVSF (1340 KC. 100 Watts) In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

REPRESENTED NATIONALLY BY
TAYLOR-HOWE-SNOWDEN RADIO SALES
NEW YORK CHICAGO DALLAS AMARILLO

Increased Acceptance of Brand Names Is Seen

FIRST ANNUAL report on branded merchandise compiled by Fairchild Publications reveals a definite increase by retailers since 1940 in the acceptance of branded merchandise in women's fashions. An average of 46% of the national brands stores are now carrying were put in stock during this period, the report shows. Based on 1,500 questionnaires representing 138 stores in 83 cities, questionnaire was also sent to 120 manufacturers and 27 advertising agencies.

Percentage of retailers anticipating increased sales of female fashions postwar reaches 56%, or more than half. Ninety-two per cent of the stores anticipate a more quality-conscious customer, with 77% rating fashion as having first place in sales appeal.

New Allied Mills Show

MARKING its sixth consecutive year of radio advertising, Allied Mills on July 3 begins its new show, *Let's Go Visiting*, twice a week over leading farm stations for promotion of Wayne Feeds, John L. Richardson, director of advertising and sales promotion, announced. The program, developed from a survey in which more than 20,000 farmers were personally interviewed regarding their tastes in radio fare, features Med Maxwell in informal visits with interesting people, Charles Lyon, NBC announcer, and Howard Peterson, who plays old-time favorites on a giant pipe organ. Show is being produced by Western Advertising Agency, Chicago.

UNRRA Radio Service

RADIO SECTION of UNRRA has issued the first of a new radio clip sheet for women program directors. The service is designed to provide authentic information on living conditions in war-stricken countries, drawn from reports of UNRRA field workers abroad. Future releases will be issued biweekly.

FOUR TOP MARKETS!
Central Kentucky
WLAP Lexington, Ky.
Amarillo
KFDA Amarillo, Tex.
The Tri-State
WCMI Ashland, Ky. Huntington, W. Va.
Knoxville
WBIR Knoxville, Tenn.
All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John F. Pearson Co.

KMBC Opens Institute On Radio for Teachers

FIRST KMBC Kansas City Radio Institute for Teachers started June 11 for a three-week course. Registration went far over the capacity figure of 300. Sponsored cooperatively by KMBC, Kansas City public schools and the U. of Kansas, the Institute is for the purpose of giving educators a better understanding of broadcasting's place in America, in class work, and teaching them how to evaluate radio programs in terms of educational needs of students.

Broadcasting authorities scheduled to speak at the Institute include: C. E. Hooper, of C. E. Hooper Inc.; Capt. W. C. Eddy, USN, Commanding officer, Radio Materiel School, Chicago; and from CBS, Dr. Lyman Bryson, director of education; John J. Karol, sales manager; Bill Downs, war correspondent.

Recorder Conference

PROSPECTS of its magnetic wire sound recorder reaching the market earlier than previously expected contributed to the calling of a special conference of Armour licensees July 13 at the Book-Cadillac Hotel in Detroit, according to Dr. J. E. Hobson, director of Armour Research Foundation of Illinois Institute of Technology. One of the high points of the conference will be a demonstration of recent developments in the wire recorder, including a new combination erase, recording and reproducing head which can be produced at low cost. In addition to manufacturers already licensed by the Foundation, 18 or 20 new agreements are pending. Licensing program is under the direction of Lucius A. Crowell, president of the Wire Recorder Development Corp.

Join West-Marquis

ARTHUR M. ARLETT, West Coast sports announcer, and Gardner Young, formerly with the San Francisco office of Foote, Cone & Belding, have joined West-Marquis, San Francisco and Los Angeles advertising agency.

Temper, Temper . . .

HERE'S a prize fan letter to the complaint department of WENY Elmira:

Dear WENY:

I hate you. More stinking soap operas in place of Lopez, Cedric Foster, Jane Cowl and Queen for a Day . . . I am probably neurotic.

Please hate me too.

Yours truly,

Mrs. D—— B——

P.S. My daughter-in-law hates you also.

Changes Format

FORMAT of Standard Oil of Ohio's *Sohio Reporter* on WTOL Toledo has been switched to a four-a-day show with Dallas DeWeese as writer and newscaster for the three daytime programs and Don Miller, station sportscaster, doing the 11 p.m. spot. Account is handled through McCann-Erickson, Cleveland.

BUREAU of Broadcast Measurement, Toronto, has announced that 54 radio stations and seven radio representative firms are now members, along with 51 advertising agencies and 39 advertisers. BBM was started early in 1944. At present a new survey is being made in British Colombia, and one was recently completed for both French and English homes in the Montreal area.

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

BAND BUILDING, BUFFALO, NEW YORK

Successful Retailer Uses WMBD for 14 Consecutive Years

Mr. Louis B. Cohen, President of the 65-year-old Cohen Furniture Co., and architects' drawing of modernization program now in progress.

IN 1931, Cohen Furniture Company of Peoria started their 15-minute daily news program over WMBD. It is still running . . . now in its 14th year. Today, Cohen Furniture Company is one of the largest home furnishings institutions in the Middlewest.

Mr. Cohen says: "I feel our consistent use of WMBD, through good times and bad, has played a vital part in the steady growth of our business."

You can capture PEORIAREA through one station . . . WMBD

FREE & PETERS, INC. National Representatives

WMBD Member CBS

PEORIAREA Pop. 614,200

GATEWAY TO THE RICH TENNESSEE VALLEY

CBS AFFILIATE

PAUL H. RAYMER CO. National Representative

WLAC

50,000 WATTS NASHVILLE

MORE PLANES are being put into regular scheduled Airline service, which means more space is available *now* for all important types of traffic.

MORE SPEED! Between all U. S. cities and principal towns, your shipment not only travels at a speed of three miles a minute but it also receives special handling at both ends – special pick-up and delivery, at no extra charge. Deliveries are often made the same day.

MORE COVERAGE! More points in the United States and scores of foreign countries are served directly by air – while shipments to 23,000 off-airline points in the United States are handled through rapid air-rail schedules.

LOWER COST – actually lower than before the war! Air Express carries 25 lbs., for example, more than 500 miles for only $4.38, more than 1,000 miles for $8.75.

WRITE TODAY for "Quizzical Quizz," a booklet packed with facts that will help you solve many a shipping problem. Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

OWI PACKET, WEEK JULY 9

Check the list below to find the war message announcements you will broadcast during the week beginning July 9. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Cadet Nurses	X	--	--	--	--	--	--
Paper Salvage	X	--	X	--	X	--	--
Planned Saving	--	X	X	X	X	--	--
Play Square with Meat	--	--	--	--	--	X	--
Merchant Marine	--	--	--	--	--	--	X
Prepare for Winter	X	--	--	--	--	--	--
Car Conservation	--	X	X	X	X	--	--

See OWI Schedule of War Message 168 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

KOIN Institute

KOIN Portland's Institute for the Study of Radio started June 11 to run through June 29, at the Benson Polytechnic High School. Four broadcasts will originate from there with those participating in the institute as audience. Included among the speakers are: Gilbert Seldes, CBS director of television; Dr. Paul Lazarsfeld, director of Bureau of Applied Social Research, Columbia U.; C. E. Hooper, of C. E. Hooper Inc., analytical reports and ratings; Lyman Bryson, CBS director of education; Dr. I. Keith Tyler, director of the Inst. of Education by Radio; and outstanding members of the KOIN staff.

JULY issue of "Magazine Digest" carried a story "Radio's Public Opinionators" written by Jessyca Russell, New York editor, in which she describes radio reporters as newscasters, analysts and news commentators and refers to them as "the stormy petrels of the airwaves."

PROGRAM ON KVOA HELPS UNCLE SAM

THE CONSTANT "conscience-pricking" of a weekly 30-minute public service program, titled *War Bond Quota Call*, on KVOA Tucson, Ariz., has more than doubled monthly bond sales in Pima County since its inception 3½ years ago. Prior to the program, monthly bond buying averaged $284,000. It jumped shortly afterward to a half million dollars and has since maintained, between the months of major bond drives, a rate exceeding $600,000 a month.

Originated by Lt. Col. Dick Jenkins, former county war finance chairman now with the 20th Bomber Command in India, the program has built up its selling power through use of special musical insertions, guest artists, messages by prominent citizens, bond news from Fred Dragonette, present county chairman, and other features. Especially effective was an essay contest on the subject "What My War Bond Means to Me", sponsored by the Tucson Merchants' Assn. Special operators are on duty to record pledges obtained through the program and names of buyers are read on subsequent periods.

Celebrated artists, writers, athletes, politicians and military men have appeared on the program. Bands from nearby Army airfields supply the music.

WHBQ
Your MUTUAL Friend
E. A. ALBURTY, Gen. Mgr.
Memphis, Tennessee
The Billboard of May 26th says "WHBQ best in Memphis" in Editors Publicity Poll
REPRESENTED BY RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

IT'S A FACT!
You can cover Ohio's Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

BIG names like these mean BIG audiences—

and time-sales for your station!

World gives them to you *at their best!*

Want better programs...the kind that boost your ratings—and your time-sales, too? Then you can use the service that World Library is giving to leading stations—325 of them!

You'll want *star-talent.* Look at the popular favorites shown on this page. They're just a few of the brilliant big-name vocalists, orchestras and novelty groups in the World Library. As presented by World, they're in rare form, because World's famous Vertical-Cut transcriptions are the finest reproductions known.

You'll need *current hits*...and World includes them in the 50 or more new units sent you each month.

You must have *variety.* You *will* have with the basic World Library of 4000 selections—something outstanding for every occasion!

Programming should be smart. World's Continuity Service takes care of that! You get completely-written shows—78 each week—styled by master showmen... ready for the air as sustaining or sponsored programs.

Why not take this easy way of building better programs right around the clock? Get the full story *now* from: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD LIBRARY

Builds better programs

WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc.

NEW YORK · CHICAGO WBS HOLLYWOOD · WASHINGTON

KTSA
SAN ANTONIO
The TEXAS HOTSPOT
550 ON THE DIAL
FULL SCHEDULE
CBS

Taylor Howe Snowden
Radio Sales

CIO and CBS 'Salary Increase' Committee Have Party in N. Y.

CIO last Tuesday staged a coming-out party at New York headquarters of United Office and Professional Workers of America, Local 1, for its young CBS "salary increase" committee, inviting a large number of eligibles from other networks.

With its membership running "well into the hundreds"—and a preliminary report on CBS current wages already under consideration by the group—the CBS committee and its parent organization set out to convince "white collar" workers of other broadcasting chains that they also should organize.

CIO Hosts

Official hosts at the party were members of the CIO Screen Publicists Guild whose president, Harry Hochfield, said: "The problem at NBC is just about the same as it is at the Blue . . . (American-Blue has already set up a salary committee, rapidly growing in membership, according to the CIO) . . . We're not trying to sell you a bill of goods but . . . we want you to be part of us."

Peter Lyons, president of the Radio Writers Guild, which is not affiliated with either CIO or AFL, said: "The Radio Guild would be very happy to see organization of the rest of the network employes."

A featured speaker at the gathering was Peter Hawley, president of Local 1, UOPWA, and CIO member of the WLB for two years.

"There is no pattern to the wage structure in radio and there can be none except through organization," Mr. Hawley told the group. "This is your opportunity. You should organize as you see fit. . . . The first thing is for you to find out the value of your work."

John T. McManus of *PM*, president of the New York Newspaper Guild, congratulated CBS employes on their salary committee. "I feel that this group will grow into something bigger than just a salary committee, concerned only with money matters," he said.

Next day, Wednesday, the CBS committee and the CIO came out with a four-page leaflet outlining "perspectives" before the committee. Major worry of the group seemed to be the postwar shuffle of employes and jobs.

"How will the staff be rearranged when employes return from the armed service?" the leaflet asked. "What provisions have been made to shift employes now in war-expanded departments such as the Listening Post, Network Monitor, etc.? Have we any guarantee that our salary levels—inadequate as they are during wartime—will not be lowered?"

Campbell Contract

CAMPBELL Soup Co., Camden, has signed a five-year contract with the Masquers Club, whose membership includes more than 500 name stars, and is negotiating with the networks for time for a weekly broadcast to start in the fall. Series will be called *At Your Service* and will be based on the audience selection of talent formula so successfully used by *Mail Call* and *Command Performance*, GI shows. Agency is Ward Wheelock Co., Philadelphia.

Eisenhower

(*Continued from page 20*)

Bill Henry and Bob Wood. MBS plans to have airport and Pentagon pickups, possibly a color description at the Capitol at 12:15, and the address to Congress.

In New York at week's end, all networks and a number of local stations planned fullest possible coverage of the city's reception.

Broadcasts of the New York official welcome at LaGuardia Field, 9:30 a.m. Tuesday will be heard on Mutual, WJZ, WEAF, WNEW, WNYC and probably on either the CBS network or WABC.

Parade description was tentatively set for airing on NBC—with the 11-11:30 *Fred Waring Program* dedicated to Eisenhower, switching to and from parade scene.

The City Hall reception at 12 noon was scheduled for network broadcast by NBC and American. Mutual's New York outlet, WOR, was to use the program locally. Both WMCA and WNYC planned reception coverage.

Mutual has booked more parade description from Times Square, 1:15-1:30 p.m., after the group leaves City Hall to proceed uptown, with WEAF planning pickups from the parade route, 1-1:45 p.m.

Next Eisenhower broadcasts were to be heard on all four networks at 9:30 p.m. from the Waldorf-Astoria Hotel banquet where the general was to speak.

BBC intends to cover every aspect of the New York welcome.

"Since we let her listen to WJW's Matinee Merry-Go-Round, she hasn't threatened to leave!"

TODAY . . . in addition to outstanding *morning* leadership . . . WJW tops all regional stations in Cleveland *afternoon* audiences.

FURTHERMORE . . . this position was achieved four months ago and has been maintained continuously.

BASIC Blue Network CLEVELAND, O
WJW 850
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY REED COMPANY

» IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's Most Powerful Independent

Far Eastern Manager Miles W. Vaughn

Manager for India
Stewart Hensley

Manager for China
Walter Rundle

All news-wise
All oriented to the Orient

Both experienced and expert are the correspondents covering the quickening Indo-Burman and Chinese war fronts for the United Press. A few of them are pictured here.

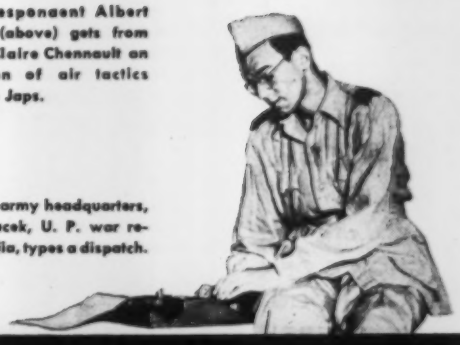
They have, on an average, been reporting news for some 13 years, and for nine of them have worked throughout the Far East, from Singapore to Tientsin, from Hong Kong to Kandy.

As a consequence this U. P. corps knows thoroughly not only how to get news but understands thoroughly the special viewpoints and the conditions which underlie the news in the region.

The dispatches from these correspondents, all news-wise, all oriented to the Orient, show plainly the benefit of their double fitness. They form an essential, and every day more extensive, part of "the world's best coverage of the world's biggest news."

The commander-in-chief at Kweilin, Gen. Wei Yun-Sung, gives an interview to George Wang, of United Press.

U. P. Correspondent Albert Ravenholt (above) gets from Maj. Gen. Claire Chennault an explanation of air tactics against the Japs.

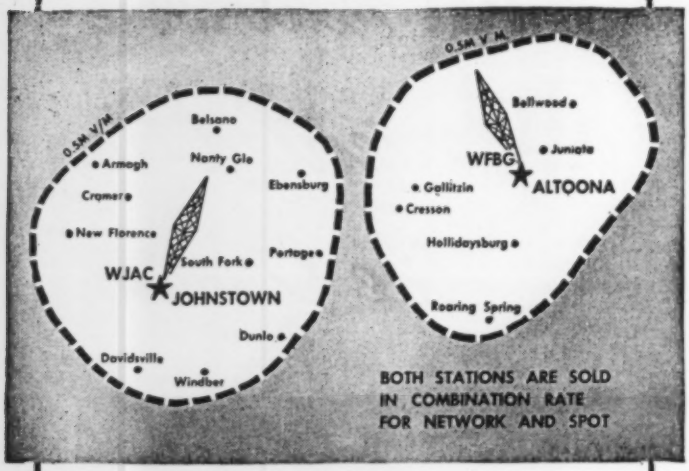


Outside an army headquarters, John Hlavacek, U. P. war reporter in India, types a dispatch.

...UNITED PRESS

WJAC
JOHNSTOWN
NBC
WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

this is
WDOD
the
STATION
IN
Chattanooga
•
CBS
•
5,000 WATTS
DAY AND NIGHT

ACCORDING TO EVERY HOOPER the outstanding CHOICE OF CHATTANOOGA LISTENERS

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

PROGRAMS

TO PROMOTE better mutual understanding of farm and urban problems WOSU Columbus, O., is broadcasting a Monday half-hour series presented under the combined auspices of Ohio Farm Bureau Cooperative Assn., Ohio State Grange, CIO and the Ohio Federation of Labor. A representative of each group participates in a roundtable discussion, with Rev. Harold Lancaster, pastor of the Columbus Methodist Church, as moderator.

Homemaker's Series

HEAD nurse of an orphanage in Egypt is only one of the many personalities to be interviewed by Kay West, new women's program director of KEX Portland, on her Monday through Friday homemaker's half-hour, "At Home With Kay West". In addition to the usual recipes, charm hints and interviews, program on different days features pet peeves of public servants, home planning, child care, introduction of KEX personnel and open house for servicemen and home economics groups. Miss West has been in Pacific Northwest radio for 14 years, doing writing, acting and producing.

Miss West

Education Series Offered

TRANSCRIBED series of 13 quarter-hour dramatic broadcasts titled "Lest We Forget—These Great Americans", depicting the lives of famous men and women in American history, has been recorded by the Institute for Democratic Education to be given to radio stations throughout the country beginning early in September. This will be the 10th series, first nine of which have been broadcast over 461 stations in 47 states and have been distributed by OWI throughout Europe and Africa. Institute is headed by Dr. Howard M. Lesourd, dean of the Boston U. Graduate School. Board of directors includes Norman Corwin, Lyman Bryson, Harrison Summers and Paul Lazarsfeld.

Teen Town Salute

RECORDED salute via BBC shortwave from Bridgebuilders, English community youth project, to the Teen Town Club, similar group in Jacksonville, Fla., was featured on regular Monday evening half-hour forum broadcast by WPDQ Jacksonville from the club. The citywide center for high school students on the same program returned the tribute to the British organization.

KSL Service

KSL Salt Lake City planned to broadcast the entire Summer Music Festival of the Brigham Young U., June 13-18, which annually features nationally known artists. Thirteen concerts were included. Before travel difficulties, festival attracted hundreds of visitors, many of whom will be able to hear the series via KSL.

Views Discussed

NEW series of weekly talks featuring the Rev. William C. Kernan of the Institute for American Democracy, titled "Answering the Daily News", started June 12, 9:45-10 p.m. on WEVD New York. Mr. Kernan discussed views expressed on the editorial page and by columnists of the New York Daily News.

New Mutual Series

ON June 25 Mutual started a five-weekly quarter-hour program, "Now It Can Be Told" on the full network. Program is to be dramatization of war activities of various government agencies, giving facts which have been secret to date. Program replaces "Curt Massey".

WNBT Baseball

WNBT, NBC's New York television station, June 30 begins weekly telecasts of New York Giants home games from the Polo Grounds. WNBT will continue telecasts of the games once weekly from Yankee Stadium.

Home Nursing

ACCELERATED course of American Red Cross home nursing has been started in a radio adaption by WTAG Worcester. Quarter-hour Friday program uses staff members as student participants.

NETWORK ACCOUNTS

New Business

MENTHOLATUM Co., Wilmington, Del. (Mentholatum), on July 2 starts for 26 weeks The Mountaineers on 39 Don Lee Pacific stations, Mon.-Wed.-Fri., 10:30-10:45 a.m. (PWT). Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati, on July 2 for 52 weeks renews Road of Life (Ivory soap), Mon. thru Fri. 10:30-45 a.m. on 137 NBC stations; Joyce Jordan, M.D. (Crisco & Dreft), Mon. thru Fri. 10:45-11 a.m. on 74 NBC stations; Right to Happiness (Ivory soap), Mon. thru Fri. 3:45-4 p.m. on 136 NBC stations, agency: Compton Adv. Inc., N. Y.; Ma Perkins (Oxydol), Mon. thru Fri. 3:15-30 p.m. on 137 NBC stations, agency: Dancer-Fitzgerald & Sample, Chicago; Woman of America (Ivory soap), Mon. thru Fri. 3-3:15 p.m. on 130 NBC stations, agency: Benton & Bowles; Pepper Young's Family (Camay), Mon. thru Fri. 3:30-45 p.m. on 79 NBC stations, agency: Pedlar & Ryan, N. Y.

COLGATE - PALMOLIVE - PEET, Jersey City, N. J. (tooth powder), on July 3 renews for 52 weeks "Theater of Romance on 126 CBS stations Tues. 8:30-55 p.m. Agency: Sherman & Marquette, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Lava soap), on Aug. 23 renews for 52 weeks "FBI in War and Peace" on 86 CBS stations Thurs. 8:30-55 p.m. (repeat 11:30-55 p.m.). Agency: Blow Co., N. Y.

PRINCE MATCHABELLI Inc., New York (perfumes, cosmetics), July 15 for 52 weeks renews The Stradivari Orchestra on 123 CBS stations Sun. 2-2:30 p.m. Agency: Morse International, N. Y.

COLGATE-PALMOLIVE-PEET, Co., Jersey City (Colgate Tooth Powder), July 3 for 52 weeks renews Theater of Romance on 126 CBS stations Tues. 8:30-8:55 p.m. Agency: Sherman & Marquette, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Lava Soap), July 7 for 52 weeks renews the F. B. I. in Peace and War on 86 CBS stations Sat. 8:30-8:55 p.m. Agency: Blow Co., N. Y.

LOS ANGELES SOAP Co., Los Angeles (Scotch cleanser), on July 2 renews for 52 weeks News by Frank Hemingway on 40 Don Lee Pacific stations Tues.-Thurs.-Sat. 7-7:15 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

ARMOUR & Co., Chicago (meat, dairy products), June 11 renewed for 52 weeks Hedda Hopper's Hollywood on 142 CBS stations Mon., 7:15-7:30 p.m. (West Coast repeat 8:15-8:30 p.m. PWT). Agency: Foote, Cone & Belding, Chicago.

FOLGER COFFEE Co., Los Angeles, on Aug. 9 renews for 52 weeks News by Frank Hemingway on 40 Don Lee Pacific stations Mon.-Wed.-Fri. 7-7:15 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

Net Changes

GROVES Labs., St. Louis (Four-Way cold tablets, Defender multiple vitamins), on July 2 starts Cliff Edwards on 200 Mutual stations Mon.-Wed.-Fri. 11:55 a.m.-12 noon, replacing Lanny & Ginger. Agency: Donahue & Coe, N. Y.

STANDARD BRANDS Inc., New York (Tenderleaf tea, Royal desserts), July 15 shifted One Man's Family on American-Blue stations, Tues. 7:30-8 p.m. (with West Coast repeat 7:30-8 p.m. PWT), to NBC stations, Sun. 3:30-4 p.m. (EWT). Agency: J. Walter Thompson Co., N. Y.

ANOTHER PACKAGE DEAL

Here's your opportunity to get radio's hottest trio doing 78 of the most popular tunes—many with the sensational Ida James as vocalist. There are eight sixteen-inch, 33 1/3 rpm, double-faced transcriptions in this album. You can NOW get these discs at $75.00 for the whole group.

Personal Management
CARLOS GASTEL

LEADING TUNES—*Including*—

IS YOU IS? OR IS YOU AIN'T MY BABY • BESAME MUCHO
KNOCK ME A KISS • SHOO SHOO BABY • SPEAK LOW
THIS'LL MAKE YOU LAUGH • SOLID POTATO SALAD
I REALIZE NOW

$75.00
FOR COMPLETE ALBUM

C. P. MacGregor

729 SOUTH WESTERN AVENUE • HOLLYWOOD 5, CALIFORNIA

Represented By

HEADLEY REED COMPANY

New York : Chicago : Detroit

Atlanta : San Francisco

RTPB Would Extend Band to 530 kc

Allocation Below 25 mc Will Be Argued June 20

IMMEDIATE EXTENSION of the standard broadcast band to 530 kc was urged by Panel 4, Radio Technical Planning Board, in a brief filed last week with the FCC in connection with allocations below 25 mc [BROADCASTING, May 28]. The standard broadcast panel also urged that the Commission give serious consideration to inclusion of the 520-kc channel.

Oral argument on allocations below 25 mc will be conducted before the Commission en banc at 10:30 a. m. Wednesday (June 20) at the National Museum Auditorium, 10th St. & Constitution Ave., Washington, locale of most of the allocations hearings last fall. The FCC proposes to extend the standard band to 540 kc.

Signed by Howard S. Frazier, chairman, the RTPB brief challenged the Commission statement in its proposed report that the use of 520 and 530 kc for standard broadcasting would involve "serious problems of interference with auto alarms on the international distress frequency, 500 kc."

"A careful review of the record, upon which the proposed report is based, does not reveal any factual data as to the interference that might be caused to auto alarms operating on the international distress frequency of 500 kc," said the Panel 4 brief.

Time to Prepare

Although Panel 4 agreed, as the report stated, that most of the receiving sets in use today are not equipped to tune to the 530 and 520 kc channels, the RTPB group urged that in view of the general obsolescense of existing receivers, the present time is an "ideal time to prepare for the future expansion of the standard broadcast band".

"It is recognized that other services are now operating in the portion of the spectrum between 540 and 520 kc and that it might not be possible to entirely clear this spectrum space for broadcast purposes in the near future," said the RTPB brief. "However, it is respectfully suggested that receivers capable of receiving these frequencies can be placed in the hands of the public during the next few years if the Commission now declares its intent of eventually including these frequencies in the standard broadcast band."

Panel 4 Receiver Committee, composed almost entirely of engineers representing receiver manufacturers, has "evinced a willingness to redesign postwar receivers to include the 530 kc channel in the standard broadcast band," according to the Panel 4 brief.

"Therefore, since the record indicates that manufacturers can and will modify AM receiver design and the inclusion of the 540 kc channel necessitates redesign of many receivers, it is respectfully requested that the Commission reconsider its previous decision in respect to the 530 kc channel," the RTPB recommended.

Study Problems

It is probable, according to the technical group, that a thorough study of interference problems in connection with auto alarms and the use of 530 kc broadcasting "might indicate that 520 kc can safely be used for broadcast services" at least in the interior of the country.

The Panel endorsed the FCC proposal with reference to providing channels between 1600-3,000 kc for relay broadcast service.

Clarification of proposed assignments for studio-transmitter links was requested. Panel 4 urged that all aural broadcast services be permitted to "enjoy the advantages of such facilities".

The Commission's proposed allocation of satellite control frequencies above 1,000 mc on an experimental basis won RTPB endorsement.

Steele Joins Coca Cola

ALFRED N. STEELE, formerly vice-president of D'Arcy Adv. Co., has joined the Coca Cola Co. as vice - president [BROADCASTING, June 11], responsible for coordinating all merchandising activities, including advertising, sales and sales promotion. Administrative function of the advertising and sales division will remain under the direct control of the present vice-presidents in charge.

MEMO
Now-the Season spends the Summer in Miami!
Take a look at these figures!
TELEPHONES IN USE
January, 1941 . . . 77,895
July, 1944 . . . 78,224
POSTAL RECEIPTS
January, 1941 . . $236,848.54
July, 1944 . . . $240,473.45
ELECTRIC METERS IN USE
January, 1941 63,111
July, 1944 71,031
MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS ★ 610 KC ★ NBC

Reaching
THE LOST HORIZON

THERE is no city wall curtailing the 10,000 watt signal of Station CFRB, no lost horizon for advertisers who use this station. Miles from Toronto and its thriving city dwellers are hundreds of towns, villages and hamlets. To factory, store and office workers in Toronto, to busy farmers up and down the highways and the back concessions, CFRB has become the friendly voice of entertainment, the authoritative voice of information.

Seventeen years of service-to-our-listeners have entrenched us in the public heart, and have established for advertisers this economical and effective means of reaching our far-flung area.

CFRB

10,000 WATTS OF SELLING POWER — 860 KC TORONTO

Just 5 announcements, 1 daily, March 19 through 23, brought 1020 requests for a free bar of soap . . . ample proof that there's a *responsive* audience in the Quincy area listening *regularly* to WTAD.

Acquaint these loyal radio listeners with YOUR products and services by using WTAD. Mail counts and audience surveys prove WTAD holds the dominant position in this prosperous town-farm market. A letter or wire will bring full information on current availabilities . . . or call your nearest Katz office.

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD

QUINCY *Illinois*

930 K.C. 1,000 Watts

CBS Affiliate
The Katz Agency, Rep.

A Lee STATION

Make Parts First, RMA Recommends

FCC Allocation of FM at Once Is Urged by Group

NO AUTHORIZATION for radio set production should be made for the third quarter of 1945, the Radio Manufacturers Assn. board of directors recommended at its June 13-14 meeting held at the Stevens Hotel, Chicago. Production of repair parts for radio receivers and essential communication equipment in the third quarter was recommended.

Action was taken after Melvin E. Karns, WPB reconversion officer for the radio industry, had told the RMA Committee on Reconversion and Contract Cutbacks that the industry will be heavily loaded with war orders during the third quarter. A. S. Wells, committee chairman, said the group will keep abreast of developments and take whatever action seems advisable in line with military requirements.

The RMA also recommended immediate FCC allocation of FM, favoring the Alternate No. 1 band (50-68 mc). This resolution was presented by Dr. W. R. G. Baker of General Electric Co., director of the RMA engineering department and chairman of the Radio Technical Planning Board. It pointed out that similar action had been taken by other industry groups [BROADCASTING, June 11].

Beville Home on Leave; Awarded Bronze Star

LT. COL. H. M. BEVILLE Jr., research manager of NBC until he entered the service in 1941, has been awarded the Bronze Star in recognition for his work in the Intelligence Division of the General Staff. Attached to Gen. Bradley's headquarters he was active in obtaining information from the enemy. Col. Beville has returned to this country and is at his Douglaston, Long Island, home on leave. He is on leave from his NBC post.

Col. Beville

New Video Station

W2XJT, experimental video station in Jamaica, L. I., will begin FCC tests about July 1, William B. Still, owner of the station, announced last week. It will operate on channel 13, 230-236 mc, covering a radius of about 35 miles. Equipment, designed by Mr. Still, will eventually include a 600 w (peak) video and a 150 w audio transmitter, a steel tower 200 ft. high and studios for live and motion picture programs. Plans call for extensive experimentation, both technically and with video programming.

CBS TV Available To Clients of Net

Working Partnership Basis For Testing Visual Medium

CBS is making its television facilities and personnel available to network clients on a "working partnership" basis for testing, developing and broadcasting commercial video programs. Plan, which becomes effective July 16, was announced today through an illustrated booklet, "Invitation to Experimental Commercial Television".

Plan is a three-way procedure in which CBS and advertisers will collaborate in creating new techniques of commercial television, pretesting the effectiveness of these techniques under carefully controlled audience research conditions and field-testing their effectiveness under actual broadcast conditions. CBS will make no charge for time on the air until there are enough sets for "measurable television circulation" and will not charge for reports, analyses and the like. However, clients will be charged $150 an hour for major studio use, both for broadcast and rehearsal time, to defray a portion of the cost of studio salaries and maintenance.

Seek Answers

The commercial technique experiments will seek the answers to such questions as: "Should commercials be integrated into programs or remain separate?"; "How can slogans and trade marks be adapted to television?"; "Can some programs be completely commercial?"; "How much rehearsal is needed for a dramatic program? —for a musical program?". CBS Television Audience Research Institute, which for the past six months has made a series of studies involving panels, home interviews and questionnaires, will conduct experiments in qualitative as well as quantitative analyses.

Covering letter from Joseph H. Ream, CBS vice-president and secretary, describes this first formal move of CBS toward commercial television as "the first fully coordinated step in the production and testing of television techniques".

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

7TH WAR LOAN

Our purchases of War Bonds backed our Armed Forces in the defeat of Germany.

We will back our Armed Forces in the defeat of Japan by purchasing **MORE** War Bonds.

INTERNATIONAL BUSINESS MACHINES CORPORATION

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

COL. WALKER, WSAU, HEARD ON FORUM

LT. COL. WILLIAM E. WALKER, president of WSAU Wausau and WMAM Marinette, Wis., who was placed on inactive duty to become assistant to WPB Chairman J. A. Krug in May, participated with Mr. Krug in the Calvin Bullock Forum in New York last Thursday at which an award was presented to the scientist making the greatest contribution to the plastics industry.

Col. Walker

Col. Walker was commissioned a captain in the Army shortly after Pearl Harbor, attended the officers' school at Ft. Washington, Md., and was assigned to the Adjutant General's office in Washington. There he was made fiscal and budget officer and defended the War Dept. appropriation bills before the Senate and House Military Affairs Committees. For the last 18 months of service he was in charge of recruiting and training for the secret intelligence branch of the Office of Strategic Services.

WISJ Madison was built by Col. Walker in 1929 and merged the next year with WIBA which he managed for 11 years. He also built WSAU (CBS) in 1937 and WMAM (NBC) in 1939.

Promotion

Promotion Personnel

HOWARD ST. JOHN, former merchandising manager of WJZ, New York key station of American-Blue, has joined the network sales department to work on program sales promotion and development. Acting as liaison man between the program and sales departments, Mr. St. John will work under supervision of **MURRAY GRABHORN**, assistant general sales manager, American-Blue.

CAPT. DAVID LASLEY, former sales promotion manager of American-Blue on the Pacific Coast, has been assigned to the Industrial Services Branch, War Dept. BPR.

O. J. REMINGTON, former Minneapolis-St. Paul public relations man just released from the Army, has joined WNOX Knoxville as manager of promotion and public relations.

D. R. P. COATS, publicity director of CKY Winnipeg, recently returned to that post after service in the Royal Canadian Air Force, is again on leave of absence, currently for special duties with the YMCA in Europe. He will cover YMCA publicity activities in Europe.

LT. CALVIN PEPPLER, RCAF, formerly of the publicity department of CKY Winnipeg, reports from England that he is on his way home after being a prisoner of war in Germany for a year.

KENNETH HARRIS, formerly with the public relations staff of Spartan Airlines, is now publicity director of KOMA Oklahoma City.

OWEN ANDERSON has replaced **RAY WILSON** as trade publications contact of CBS Hollywood press relations department.

WFBR Paper

TO PUBLICIZE switch to American-Blue, WFBR Baltimore is now publishing an eight-page newspaper of 200,000 copies titled "1300 News". Paper is conducting three-week Seventh Loan Bond contest for best answer on favorite WFBR programs and is also tying-in with local theater in a contest to find best Baltimore blues singer.

WOR Idea Published

MAILING piece titled "Treasure Island", sent out by WOR New York promotion department last year, is included in the book "How to Develop Profitable Ideas" by Otto F. Reiss. "Treasure Island" was a dartboard which contained a map of WOR listening area with New York City as the bulls-eye. It is only radio-promotion piece pictured in the book.

MBS Calendar

WALL CALENDAR showing day-by-day highlight programs with broadcast time is being distributed by Mutual as an audience promotion piece. Calendar is topped by reproduction of one of Mutual's trade paper cartoon ads. Legend reads "What's going on here? . . . the greatest program activity in network broadcasting. . . ."

WHGB Honored

THE HARRISBURG (Pa.) Telegraph gave extensive coverage to recent debut of WHGB Harrisburg and many local advertisers devoted space to acknowledge and extend best wishes to the new local Blue affiliate.

WTOC Retail Relations

WTOC Savannah, Ga., is now issuing mail pieces to grocers and druggists and other retailers in the area covering products being advertised over the station.

WAAT Bookmarks

APPROXIMATELY 50,000 bookmarks promoting WAAT New Jersey "This Is New Jersey" program have been distributed through New Jersey libraries.

WMPS Service

FIVE-MINUTE news summaries are being lined up by WMPS Memphis to three large luncheon groups in Memphis as a public service.

Cannon to RCA-Victor

JOHN Q. CANNON, has resigned his post as administrative assistant to the Attorney General to join starting July 1, the legal staff of RCA-Victor, Camden, N. J., where he will work on employe management. Mr. Cannon was chief law officer with the Civil Service Commission before going to the Attorney General's office in August 1943.

A FAVORITE SPOT
on Pittsburgh dials
since 1919

ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.

WJHL JOHNSON CITY, TENN.

Here's Our Hooper

PERIOD	% OF LISTENERS
MORNING	91.3
AFTERNOON	91.3
NIGHT	80.4

Here's Our Market
6 Thriving Cities and
• Total Population of over a Million

JOHNSON CITY, TENN. WJHL
1000 Watts-910K.C.
Represented Nationally by Howard Wilson Co.

RADIO CONTINUES 7TH LOAN SUPPORT

INDIVIDUAL broadcasters continue record-breaking local support of the Seventh War Loan, according to Report 4 of the NAB "Telling the World" tabulation which does not include network, national spot and data being compiled by the Treasury War Finance Division Radio Section.

Breakdown of coverage by these stations gives originations as follows: five-minute *Sing for the Seventh* discs, 3,657 programs; quarter-hour *Treasury Salute* discs, 3,121 programs; quarter-hour transcribed *Music for Millions*, 2,997; *Treasury Songs*, 50, "Buy, Buy Bonds", 10, (both five-minute discs); 76,560 live and transcribed spots; 1,719 two-minute announcements; 639 three-minute announcements; programs—762 five-minute, 119 ten-minute, 1,514 quarter-hour, 57 20-minute, 40 25-minute, 484 half-hour, two 35-minute, 32 three-quarter hour, eight 50-minute, 35 one-hour, 21 1¼-hour, 21 1½-hour, 10 two-hour, and one each of 2¾, 11, 15 and 17 hours.

New WMAQ Accounts

KINGSBURY BREWERIES Co., Manitowoc, Wis., has signed for 5:30-5:45 p.m. (CWT) on WMAQ Chicago, Monday through Friday, effective June 18 for 13 weeks. Program features Cadets Quartette and was placed through Barnes Adv., Milwaukee. Transcribed five-minute *Lullaby Time*, Monday through Friday 11:25-11:30 p.m. for 26 weeks starting July 2 on WMAQ, has been purchased by Esmond Mills Inc. (baby blankets), through Marschalk & Pratt. Golden Rod Ice Cream Co., Chicago, is using seven spots weekly for 52 weeks effective June 17, through Goodkind, Joice & Morgan, Chicago. Ward Baking Co. has signed for five announcements weekly for 13 weeks through J. Walter Thompson Co. John Puhl Products Co., Chicago (Fleecy White Laundry Bleach), has signed for three announcements weekly for 13 weeks through Roche, Williams & Cleary, effective July 2.

"Hope Ma sent us the radio— WFDF Flint plays luncheon music."

CBK Kept Cool

DURING a recent break in the water supply pipeline from the town of Watrous, Sask., to the transmitter of CBK Watrous, CBC 50 kw station, it was necessary to use the ice-pack method to keep the tubes cooled. Just as ice is given for a headache—or hangover—so the 50 kw power amplifier 898 type tube at CBK was treated with an ice-pack during the water shortage. CBK staff brought nearly a ton of ice into the transmitter to keep the tubes cooled so that it would not be necessary to change over to 20 kw operation.

New WLS Business

NEW spot business on WLS Chicago includes five one-minute spots weekly for 13 weeks for Kerr Glass Co., Los Angeles, through Raymond R. Morgan Co., Los Angeles; three one minute spots weekly, 13 weeks, for Oshkosh B'Gosh, Oshkosh, Wis., through Ruthrauff & Ryan, Chicago; 25 station breaks weekly for 52 weeks for Gruen Watch Co., Cincinnati, through McCann-Erickson, New York; five one-minute spots weekly, 13 weeks, for Pure Food Co., Mamaroneck, N. Y. (Herb-Ox), through J. M. Mathes Inc., New York.

Airport Act

(*Continued from page 15*)

nautics Board, and War and Navy Depts. Unofficially the NAB is understood to have suggested that the FCC be included with the Army and Navy in consultations.

One section of the Lea Bill provides that "any public agency having a substantial interest in the disposition of any application by the Administrator may file with the Administrator a memorandum in support of or in opposition to such application; and any such agency shall be accorded a public hearing upon request."

This was interpreted to mean that the FCC could protest the proposed removal of transmitters and antenna towers to make way for new airports.

An unusual feature of Mr. Lea's bill is a provision that in condemnation proceedings the project sponsor shall pay not only the entire cost of proceedings but also shall compensate the holders of condemned property "for any loss occasioned in the operation thereof".

Members of the subcommittee in addition to Chairman Bulwinkle and Rep. Lea are: Reps. Chapman (Ky.), Boren (Okla.), Beckworth (Tex.), Priest (Tenn.), Harless (Ariz.), Kelley (Pa.), Rogers (N. Y.), Democrats; Wolverton (N. J.), Holmes (Mass.), Halleck (Ind.), Hinshaw (Cal.), Howell (Ill.), O'Hara (Minn.), Republicans.

We don't cover
the whole Southwest---
We do cover
the El Paso Market---
And Howl

"Hooper after Hooper proves it!"

KTSM

Nat. Reps.
Geo. P. Hollingbery

EL PASO, TEXAS

WJHP
Jacksonville, Fla.

To Reach the People of
JACKSONVILLE
Quickly—
Effectively
USE
WJHP

Represented by
JOHN H. PERRY ASSOCIATES

REPRESENTED BY RAMBEAU

doesn't mean big stations and it doesn't mean little stations. But it does mean hand-picked, carefully selected stations that want spot business and are willing to do something about it.

REPRESENTED BY RAMBEAU

means friendly, cooperative stations interested in making your advertising dollars pay dividends.

REPRESENTED BY RAMBEAU

means

"Radio's First Special Representatives"

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.

KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

STOCK TRANSFERS GET FCC APPROVAL

CONSENT was granted by the FCC last week for acquisition of KFMB San Diego by Jack O. Gross, general manager and half-owner, through purchase of other 50% interest for $103,857 from O. L. (Ted) Taylor. Mr. Taylor is owner of KTOK Oklahoma City and executive general manager of Howe-Snowden stations KGNC Amarillo, KFYO Lubbock, KTSA San Antonio and KGRV Weslaco, Tex. [BROADCASTING, April 24, Feb. 7, 1944]. Mr. Gross, a veteran of 23 years in radio, purchased KFMB with Mr. Taylor in 1943.

At the same action the Commission granted acquisition of control of KPHO Phoenix, Ariz., by Rex Schepp, third-owner and president and also commercial manager of WIRE Indianapolis, through purchase of 21.66% interest (216-2/3 sh) for $17,333 from Central Newspapers Inc., owner of WIRE and WAOV Vincennes, Ind., headed by Gene Pulliam. Newspaper group desired to withdraw interest, according to application, as KPHO is outside of Indiana and all business interests of the firm are in that state.

Wills Nominated

(*Continued from page 13*)

smiled, told his fellow-Republican that the new man has a "fine record" and "you two should get along very well".

Commissioner Jett, named as an independent, took the news with sadness. "We have lost a good Commissioner and a good friend," he remarked. "Governor Case was a good balance wheel on the Commission—he is a little older than most of us and more experienced and he served to keep us on an even keel."

Dick Carlson, personnel director; George P. Adair, chief engineer; Rosel H. Hyde, general counsel; Dorothy Page, secretary to Chairman Paul A. Porter, were among the first to call on Gov. Case. All day Wednesday his telephone was busy—friends poured into his office, but through it all the man who fought New Deal reform policies with reference to broadcasting smiled and took it as a good soldier.

He has no plans after his term expires June 30, although he will take a rest before doing anything. During his 11 years on the Commission Gov. Case became well versed in all aspects of the communications field, having served on the broadcast, telephone and telegraph divisions at the time the Commission was organized into three divisions.

He has often dissented on policy matters when New Deal reform measures were up for decision. With former Commissioner T. A. M. Craven, now vice-president of the Cowles Broadcasting Co., Commissioner Case issued a dissenting opinion in the proposed network regulations.

CHIEF ENGINEERS of the Westinghouse Radio Stations held a three-day meeting in Philadelphia, host of which was D. A. Myer, Westinghouse technical manager. In attendance were (standing l to r) T. C. Kenny, KDKA; I. N. Eney, KYW; Bruce Ratts, WOWO; H. E. Randol, WBZA; W. Ellsworth, KYW; and (seated) W. E. Hauser, WBZ; Mr. Myer; T. T. Ely, KEX.

WKY'S 'COMMANDOS' AWARDED HONORS

WKY Oklahoma City's *Women Commandos* has won the national award of the Public Utilities Advertising Assn. for best educational program of the year. It shared the same honor last year with another program, and received honorable mention the year before.

Julie Benell is producer-director of the program, sponsored by the Oklahoma Natural Gas Co. Many of the nation's top military leaders have been presented on the five weekly series, and Miss Benell is credited with enlistment of more WACS than any other civilian.

Radio for Veterans

RADIO PRODUCTION class of returned veterans at Walter Reed Hospital, Washington, will hear a series of lectures and recordings every two weeks beginning June 21 based on Gen. H. H. Arnold's Army Air Forces series, *The Fighting AAF*, (Saturday, 1:30 p.m. on American-Blue). The most interesting of those recordings heard on the series will be played for the class, in addition to demonstrations of wire recorders conducted by Lt. Joseph Brechner of the AAF Radio Unit, headquarters. Soldiers may also record their own voices.

Bulwinkle Heads House Communications Group

SUBCOMMITTEE on communications to consider radio legislation has been completed by the House Interstate & Foreign Commerce Committee, Chairman Clarence F. Lea (D-Cal.) disclosed last week. Pending before the Committee is the Holmes Bill to amend the Communications Act. Subcommittee members, named by the chairman and Rep. Charles A. Wolverton (D-N. J.), ranking minority member, are:

Reps. Bulwinkle (N. C.), chairman; Chapman (Ky.), Priest (Tenn.), Sadowski (Mich.), Harless (Ariz.), Murphy (Pa.), Sullivan (Mo.), Democrats; Wolverton, Holmes (Mass.), Reece (Tenn.), Halleck (Ind.), Brown (O.), Leonard W. Hall (N. Y.), Republicans; Marcantonio (ALP-N. Y.).

David H. Blees

DAVID HUGHES BLEES, 21, Hollywood radio actor, and son of William A. Blees, vice-president of Young & Rubicam, died in that city on June 7 following a heart attack. Known professionally as David Hughes, youth had appeared on various network programs and since January 1944 portrayed Dexter in the weekly CBS *Corliss Archer* series. His father, mother and brother survive.

Shake hands with WFPG
ATLANTIC CITY, N. J.

EDDIE KOHN, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

For further details on WFPG---write EDDIE KOHN, ATLANTIC CITY, N. J.

For further details on other Friendly Group Stations, write
JOHN LAUX, Managing Director
"THE FRIENDLY GROUP", STEUBENVILLE, OHIO

WSTV WFPG WJPA WKNY

THE FRIENDLY GROUP

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

Newspaper Ads, Network Radio Compared in Media Analysis

A STUDY comparing network radio and daily newspapers as national advertising media was presented June 13 at a meeting of the Media Men's Assn. in New York under auspices of the American Assn. of Newspaper Representatives. Study was prepared by James Getterman and Paul Titus of the Hearst newspapers, and presented by Mr. Getterman.

After data showing metropolitan newspapers have circulation outside their home cities and showing how much space could be bought in newspapers for the cost of radio time and talent, Mr. Getterman compared the CAB ratings of the 15 top programs for the year April 1943 to March 1944 with readership ratings of 15 top advertisements in the Continuing Study of Newspaper Readership, showing a median rating of 20.9% for radio at a cost of $3.84 per thousand radio homes and a median rating of 31% for the newspaper ads at a cost of $3.06 in cities of 100,000 or more population and $3.69 for cities of over 25,000 population.

Local vs. National

He did not stress the fact that the top rating newspaper ads were individual ads in individual papers, whereas the radio program ratings were national averages placing them at a considerable disadvantage.

Mr. Getterman said no medium has a monoply of public attention. He praised radio for securing continuity in its use by advertisers and urged a similar continuity in the use of newspaper space.

* * * *

Hope Tops Pacific

BOB HOPE is the most popular program with Pacific Coast listeners; *Fibber McGee & Molly* is second and *Screen Guild Players* third, according to the May Pacific ratings report of C. E. Hooper Inc. A 29% increase in sample size permits reporting of these ratings on a one-month basis instead of a two-month moving average, beginning with May. The May report also contains a pocket piece covering all West Coast network programs. Improvements were made possible by financial support of the four Coast networks.

May report shows an average evening audience rating of 8.6, average evening sets-in-use of 33.1, average evening available audience of 76.7. Average daytime audience rating is 3.9, average daytime sets-in use is 15.7, average daytime available audience is 65.3.

* * *

Crosby Heads Singers

STATEWIDE survey of *Minneapolis Star-Journal* and *Tribune* shows Bing Crosby is tops with all Minnesota age groups. Sinatra placed second in 21-30 age group, but dropped in each successive group. Listeners over 60 put him last. Men and women placed all singers in about the same category, women giving Sinatra fifth place.

Which singer did they enjoy most? The answer: Crosby 57%; Tibbett 9%; John McCormack 7%; Caruso 6%; John Charles Thomas 6%; James Melton 5%; Frank Sinatra 5%; others 2%; none 3%.

* * *

McGee & Molly Lead

FIBBER McGEE & Molly, Bob Hope and Walter Winchell in that order, have the largest audiences of all evening network radio programs, according to the May 15 Hooper report. Average rating of all evening programs was 8.0, sets-in-use were 25.7, audience 76.7.

Remainder of the top 15 evening programs are: *Radio Theater, Mr. District Attorney,* Joan Davis-Jack Haley, *Screen Guild Players,* Eddie Cantor, *Take It or Leave It,* Abbott and Costello, Bing Crosby [Frank Morgan substituting], Frances Langford-Spike Jones, Burns and Allen, *Your Hit Parade, Truth or Consequences.* Composition of the list shows first effects of the start of the summer lay-off season, with the vacations of Charlie McCarthy and Jack Benny, among others, already begun.

Top Sunday afternoon programs are John Charles Thomas, William L. Shirer and *World Parade.*

Winchell Tops CAB

WALTER WINCHELL'S *Jergens Journal* Sunday night broadcasts on American-Blue received the top program rating of 21.5 in the CAB report for May, based on surveys covering May 5-11 and May 19-25.

OKLAHOMA'S SINGING COWBOY
Gene Autry's fan mail exceeds that of any other movie star in the world . . . he drew a larger crowd in Dublin than any president Ireland ever had . . . and the manufacture of an Autry cap pistol kept an entire town of 7,000 in Ohio going.

GENE AUTRY

Gene was a young railroad telegrapher when the late Will Rogers heard him sing and told him he'd go far in radio. Gene took the advice, met with plenty of discouragement, and finally landed a job with KVOO in Tulsa. Overnight he became a local sensation as "Oklahoma's Singing Cowboy."

Then came the deluge of offers from larger stations, the recording companies, and pictures. Western films were on the decline when Autry started the musical western. The new formula promptly gave him top box office ranking, a position he's long held as a western film star.

THAT SILVER HAIRED DADDY OF MINE	Voc. 02991
IT MAKES NO DIFFERENCE NOW / YOU ARE MY SUNSHINE	OK 6274
I DON'T WANT TO SET THE WORLD ON FIRE	OK 6434
MARIA ELENA / AMAPOLA	OK 6435
I WISH ALL MY BABIES WERE CHILDREN AGAIN / I'M COMIN' HOME, DARLIN'	OK 6461
SWEETHEARTS OR STRANGERS	OK 6567
I'M THINKING TONIGHT OF MY BLUE EYES	OK 6648

Please refer to your BMI DISC DATA for the complete list of BMI-licensed titles recorded by Autry, and many other great artists.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N.Y.

NEW YORK CHICAGO HOLLYWOOD

KTFI

TWIN FALLS · IDAHO

U.S RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

AP
WOLF, Syracuse, New York
The excellence of the PA hourly five-minute summaries alone is of sufficient worth to justify the entire cost of PA service.
T. S. Marshall
Owner.
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

ONE OF THE GREAT STATIONS OF THE NATION
kgw
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Hearings on Ohio Video Measure Set

Bill Would Place Telecasts in Same Category as Movies

A BILL introduced in the Ohio General Assembly, requiring censorship review by the Dept. of Education of all televised pictures will be considered June 20 by the Senate Taxation Committee of the Assembly.

Placing televised pictures in the same censorship category as theater films, the bill was introduced by Sen. Lawrence A. Kane (R) and Sen. Emil A. Bartunek (D). It is understood the measure is sponsored by the Independent Theater Owners of Ohio.

Opposition was developing rapidly last week among broadcasters, unions and civic groups.

The measure would require Dept. of Education review of each televised picture before transmission, and that scenarios be submitted to the Dept. of Education. Penalties would run as high as $1,000.

Broadcasters intend to emphasize its impracticability as well as illegal aspects. Impossibility of previewing televised pictures of baseball games, political speeches, parades and other events will be pointed out. A question of legality arises because radio signals are in interstate commerce.

NAB Elects

(*Continued from page 14*)

vice-president and general manager, and Frank M. Russell, NBC Washington vice-president, in their posts as NAB network directors.

Revised list of the Board of Directors and Directors-at-Large, incorporating all changes since publication of the BROADCASTING *Yearbook* is now as follows:

Board of Directors

District
1—Paul W. Morency, WTIC Hartford
2—Kolin Hager, WGY Schenectady
3—George D. Coleman, WGBI Scranton
4—Campbell Arnoux, WTAR Norfolk
5—F. W. Borton, WQAM Miami
6—Hoyt B. Wooten, WREC Memphis
7—James D. Shouse, WLW Cincinnati
8—John E. Fetzer, WKZO Kalamazoo
9—Leslie C. Johnson, WHBF Rock Island
10—John J. Gillin Jr., WOW Omaha
11—E. L. Hayek, KATE Albert Lea, Minn.
12—William B. Way, KVOO Tulsa
13—Martin B. Campbell, WFAA Dallas
14—Hugh B. Terry, KLZ Denver
15—William B. Smullin, KIEM Eureka
16—William B. Ryan, KFI Los Angeles
17—Harry R. Spence, KXRO Aberdeen, Wash.

Directors at Large

Large Stations
J. Leonard Reinsch, WSB Atlanta
J. Harold Ryan, WSPD Toledo

Medium Stations
T. A. M. Craven, WOL Washington
G. Richard Shafto, WIS Columbia

Small Stations
Matthew Bonebrake, KOCY Oklahoma City
Clair R. McCollough, WGAL Lancaster

TRANSCRIPTION of sermons in Spanish, and hymns by the Lutheran Concordia Seminary chorus of St. Louis, is being prepared for use on 75 Central and South American stations. Program will be known as the "Lutheran Hour" and will be released by the seminary.

Elliott Roosevelt Inquiry Demanded

(*Continued from page 16*)

the unpaid balance of the loan, $196,000, as a loss from "uncollectible notes".

Senator O'Daniel (D-Tex.), who won his seat through use of radio as a flour salesman, assailed what he called the "graft and corruption" under the New Deal. He alleged control of radio stations was exercised to "pay off political obligations, grant licenses to friends, punish licensees who failed to agree with the New Deal and threats were made to take licenses away". He predicted a full-scale investigation would be made.

From Wilmington came the report Thursday that Gen. Roosevelt had received a total of $33,438 in 1941 in the distribution of the assets of Transcontinental. He had held 4,000 of the outstanding 10,000 shares of stock in the venture, launched in 1939 to get under way the following year, but which was placed in receivership. A total of about $70,000 was available for distribution following the receivership.

Mr. Hartford reported the Pegler version was not "the whole story" but that it was "substantially correct". He said he would not have made it public himself and regretted its publication. Mr. Ewing said that after the loan was made he asked to see the "trial balances" of the Texas State operations. "They were losing money hand over fist," he said. "I didn't think they were worth a damn."

Southwest Deals

Mr. Ewing recited that in March 1939 the late Rep. William I. Sirovich, of New York, a close friend, had asked him to arrange for Elliott to meet Mr. Hartford. He recalled that Mr. Sirovich told him Elliott wanted to borrow the money to buy into a radio property on which he had an option that was about to expire. He said he asked Mr. Sirovich why Elliott didn't go to a bank or borrow from radio people. The response was that the securities were "not bankable" in the first instance and that Elliott could not go to radio people because they were "afraid to make a loan to the President's son". Mr. Pegler had reported Elliott had telephoned the President at Warm Springs and that the President "spoke cordially to Mr. Hartford . . . and thanked him for this favor to his son".

In 1935 Elliott was identified with the Southwest Broadcasting System. The following year he became vice-president of Hearst Radio in charge of southwest operations and three years later became president. He participated in the sale of the four southwest Hearst stations for about $750,000. With S. W. Richardson and Charles F. Roeser, Fort Worth oil men, he purchased WACO Waco and KNOW Austin, which became a part of the Texas State Network. Mrs. Ruth Googins Roosevelt then owned KFJZ Fort Worth, which became the key.

In late 1939 Mr. Roosevelt participated in the formation of the proposed Transcontinental Broadcasting System as a fourth network, with Blackett-Sample-Hummert as backers. The venture never got under way, however.

About two years ago when Elliott was divorced by his second wife—now Mrs. Eidson—the settlement on the radio properties was made.

CONDITIONAL GRANT FOR GALLUP OUTLET

CONDITIONAL grant of a new local outlet on 1230 kc at Gallup, N. M., was made by the FCC last week to Rio Grande Broadcasting Co., equal partnership composed of Merle H. Tucker, commercial manager of KOB Albuquerque, and Albert E. Buck, local businessman.

The memorandum opinion and order granting the station stated that the proposed operation involves no interference with existing or proposed broadcast services and that Gallup receives no primary service from any existing station either day or night. Applicant stated all necessary major equipment for the station is on hand.

Grant is made with regard to the FCC policy of Jan. 16, 1945, concerning construction restrictions, and with certain technical qualifications.

AWARD OF MERIT is presented to Frank A. Seitz, managing director of WFAS White Plains, N. Y., for the station's efforts in naval recruiting by Chief Petty Officer Harold Maxey, in charge of recruiting at White Plains. Presentation was made during public service feature, *Your Program*, sponsored by Westchester Lighting Co.

SCHECHTER HEADS MBS NEWS DEPT.

LT. COL. A. A. SCHECHTER, relieved last week from active duty, joins Mutual today (June 18) as director of news and special events [BROADCASTING, June 4]. Awarded the Legion of Merit for his organization of press and radio coverage in the Southwest Pacific, Col. Schechter at Mutual will place special emphasis on covering the Pacific war.

Col. Schechter was head of news and special events at NBC, until August 1942, when he went into the Army. Tom Slater, manager of sports and special events, and John Whitmore, head of the news division, will continue in charge of their respective departments, Col. Schechter working with each in a supervisory capacity.

Esso Campaign

STANDARD OIL Co. of New Jersey, New York (Esso Marketers), has started a new copy theme in its newscasts on 18 stations designed to locate people planning on installing oil heat when equipment is available. Prospective buyers are invited to send names and addresses to Esso in care of the station. Marschalk & Pratt Co., New York, is agency.

ACTIONS OF THE FCC

JUNE 8 TO JUNE 15 INCLUSIVE

Decisions . . .

ADMINISTRATIVE BOARD ACTIONS

JUNE 9

NEW-1490 kc Southside Virginia Broadcasting Corp., Petersburg, Va.—Granted license to cover CP new station (WSSV) 250 w unlimited; conditions.

JUNE 11

Evergreen Broadcasting Corp., Seattle, Wash.—Placed in pending file application for CP new FM station.

KXL Portland, Ore.—Same.

Westinghouse Radio Stations Inc., Boston, Philadelphia and Pittsburgh—Placed in pending file applications for CPs new commercial television stations.

KHQ KGA Spokane, Wash.—Granted petition for continuance of hearing on license renewal applications now set 6-18-45; continued to 7-18-45.

ACTIONS BY COMMISSION

JUNE 12

NEW-1230 kc Rio Grande Broadcasting Co., Gallup, N. M.—Adopted memorandum opinion and order granting CP new standard station 250 w unlimited; conditions.

KPHO Phoenix, Ariz.—Granted acquisition of control by Rex Schepp thru purchase of 21.66% outstanding stock for $17,333.

KFMB San Diego, Cal.—Granted acquisition of control by Jack O. Gross thru purchase 50% outstanding stock for $103,857

NEW-1450 kc Orangeburg Broadcasting Co, The Observer Radio Co, Orangeburg, S. C.—Designated for consolidated hearing with application of Augusta Broadcasting Co., Charleston, S. C., applications for new standard station 250 w unlimited.

KEEW Brownsville, Tex.—Denied special service authorization for 910 kc 250 w unlimited for period ending 12-1-45.

WEXL Royal Oak, Mich.—Granted license renewal for period ending 2-1-47.

KXOX Sweetwater, Tex.—Granted license renewal for period ending 8-1-46.

WPRA Mayaguez, P. R.—Granted license renewal for period ending 5-1-48.

WCKY Cincinnati—Same.

KFBI Wichita, Kan.—Same.

NEW-Board of Education of Newark, N. J.—Granted CP new noncommercial educational station, 1 kw, unlimited.

JUNE 15

Fred O. Grimwood, Bloomington, Ind.—Granted motion to continue hearing on application for CP new station now set 6-20-45; continued to 7-24-45.

WMC Memphis—Commisison on own motion continued license renewal hearing now set 6-21-45 to 7-23-45.

Tentative Calendar . . .

JUNE 20

Docket 6651—Oral argument before Commission en banc re report of proposed allocations below 25 mc.

JUNE 22

Docket 6651—Oral argument before Commission en banc re report of proposed allocations above 25 mc.

JULY 23

WMC Memphis—License renewal.

JULY 24

Fred O. Grimwood, Bloomington, Ind.—CP new standard station 1490 kc 100 w unlimited.

Applications . . .

JUNE 8

NEW-100 mc Emerson Radio & Phonograph Corp., New York—CP new developmental station, 500 w, FM emission.

Television Productions Inc., Los Angeles—License for CP new commercial TV station Channel 4.

JUNE 11

NEW-186-192 mc Metropolitan Television Inc., New York—CP new commercial TV station, amended to request Channel 8 as proposed in reallocation.

NEW-48.9 mc WMLT Dublin, Ga.—CP new FM station, 5,000 sq. mi. (returned. incomplete).

NEW-1400 kc Mississippi Broadcasting Co., Macon, Miss.—Petition filed for consideration and grant under FCC Policy 1-16-45 of application for CP new standard station 250 w unlimited.

JUNE 13

NEW-78-84 mc WISN Milwaukee—CP new commercial TV station, ESR 1111.

NEW-45.9 mc Unity Corp., Lima, O.—CP new FM station, 5,920 sq. mi. (returned, incomplete).

JUNE 14

NEW-WSNJ Bridgeton, N. J.—CP new FM station on frequency to be selected in 95 mc band, 9,900 sq. mi., $35,050 estimated cost.

NEW-45.9 mc Unity Corp., Lima, O.—CP new FM station, 5,920 sq. mi., $30,900 estimated cost (resubmitted).

NEW-1340 kc Robert W. Roundsaville, Cleveland, Tenn.—License to cover CP new standard station (WBAC).

NEW-49.3 mc John L. Ware and Norval N. Schneringer, Weslaco, Tex.—CP new FM station, 2,200 sq. mi. (returned. incomplete).

BANK ADVERTISING BUDGET INCREASED

BANKS will spend 14.4% more for advertising in 1945 than in 1944, a survey drawing replies from 256 members of the Financial Advertisers Assn. revealed. Their 1945 advertising budgets total $4,442,000 compared with $3,883,000 spent last year.

Of the 256 financial institutions reporting, 60% said they will spend more in 1945, 33% reported that their budget is the same last year and 7% expect to spend less.

Slated for broadcast advertising is 13.6 cents of every bank advertising dollar. Newspapers claim 35.4 cents per dollar and other periodicals, 11.2 cents.

Fitch Mystery Series

F. W. FITCH Co., Des Moines, on Sunday, June 17, started a new mystery series, 7:30-8 p.m. on NBC, starring Dick Powell, present *Bandwagon* m.c., thus scotching rumors of other changes. William Spier will produce the show. L. W. Ramsey Advertising Agency, Davenport, Ia., is agency.

WINN
LOUISVILLE

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

In the UTAH *market*
The Station That DOES Things
KDYL
SALT LAKE CITY
JOHN BLAIR & CO.

CRYSTALS
HOLLISTER CRYSTAL CO.
Boulder Colorado
QUARTZ OSCILLATORS SINCE 1927

for SMN it's WHN
DIAL—1050
50,000 WATTS
• SPORTS • MUSIC • NEWS

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Wanted—Operator, first class license immediately. Send complete story first letter. Permanent. Box 574, BROADCASTING.

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Salesman wanted—Radio station experience and promotional ability required. Splendid opportunity in southern California with Mutual affiliate. Give experience and references. Box 766, BROADCASTING.

Operator wanted—First class ticket. Steady position with progressive 250 watt southern California station. State experience, qualifications and salary requirements. KFXM, San Bernardino.

Salesman—Aggressive independent station in major eastern market has opening for salesman of exceptional caliber. Previous newspaper, radio or advertising agency experience preferred, but not essential. All replies confidential. Box 767, BROADCASTING.

5000 watt CBS station in thriving southern market has opening for commercial man with selling experience. A good paying proposition for man who can sell. Write Box 768, BROADCASTING.

Engineer—First class license, wanted by southern station. Steady position, good opportunity for advancement for right man, good salary. Student of FM preferred. Box 771, BROADCASTING.

WGCM, Gulfport, Mississippi, has opening for announcer. Permanent. Box 772, BROADCASTING.

Wanted—Transmitter operator. Immediate vacancy for first or second class licensee. KTFI, Twin Falls, Idaho. Apartment available at transmitter if desired. Write or airmail F. V. Cox, Chief Engineer.

Midwest network affiliate wants immediately singers, yodelers, instrumentalist novelty and western bands a chance for network broadcast and a responsive audience which relishes rural rhythm and good American folk music. Write details, send picture and transcription care Box 776, BROADCASTING.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Wanted—Announcer-copywriter. Experienced and reliable with third class ticket or willingness to obtain one. Permanent position if you are man for job. Progressive Rocky Mountain NBC station. Send full details to KSEI, Pocatello, Idaho.

Assistant chief; engineer wanted. Forty hour week, and fine opportunity for advancement with live wire Blue Network affiliate. Best possible working conditions. WOLS, Florence, S. C.

Wanted—Man with newspaper writing experience who can do microphone work as newscaster. WKY News Bureau. Oklahoma City, Okla.

WTAX, Springfield, Illinois (CBS affiliate) has permanent position open for all-around announcer.

Help Wanted (Cont'd)

There's an opening at KTSM, NBC affiliate in El Paso, Texas, for an industrious, reliable announcer. We're the dominant station in our community (see our Hooper) and we're choosey about who works for us, but there's a real opportunity at KTSM for the right man. So, if you'd like to live in the colorful healthful southwest, work with congenial people, for a 15 year old station with big postwar plans, send complete information about yourself at once!

Licensed transmitter operator for 50 kw station. Apply Chief Engineer, KWBU, Corpus Christi, Texas.

Production manager, capable of handling continuity scripts and commercials. Wonderful opportunities five thousand watt Rocky Mountain station. Veteran preferred, but not essential. Box 773, BROADCASTING.

Experienced all around announcer for progressive Mutual station with big operation. Fees in addition to salary with postwar opportunity for good earning. Send transcription and letter to KTHT, Houston, Texas.

Wanted—Announcer familiar with control board and turntable technique. 40 hour week plus overtime, good opportunity. Write to Gerald J. Morey, WNLC, New London, Connecticut. Box 777, BROADCASTING.

Announcer wanted by local Blue Network station. Location Virginia: congenial organization. Write Box 778, BROADCASTING.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Situations Wanted

Operator—First class desires permanent position. Box 740, BROADCASTING.

Operator—First class, desires temporary position at a New York station. Box 741, BROADCASTING.

Wanted—Broader horizon. Nine years' network and top agency experience in spot radio, contracts, budgets, statistics. Thorough knowledge station rates and coverage. Fully qualified for time buying and related operations. Chicago home owner but will consider other city. Present connection advised of this ad. Box 755, BROADCASTING.

Manager or sales manager with proven program ideas and know-how to build responsive audiences. Now sales manager 50,000 watt major market outlet but desirous of move to smaller city where real opportunity exists. Know national and retail sales—familiar with all station departmental activities. Past record best recommendation but also can provide references from all previous employers. Opportunity to do real job more important than security. Box 757, BROADCASTING.

Announcer at liberty, 1 year experience, draft exempt, prefer middle Atlantic eastern station. Box 758, BROADCASTING.

Sales manager—4 years with same station desires ohange. Box 759, BROADCASTING.

Chief engineer of one kw station desires position where a chief engineer is appreciated. Married, sober and reliable. Design and installation experience. Box 760, BROADCASTING.

Production team—Man announcer-actor, newsroom background; wife qualified publicist, copywriter. Programming experience. Box 761, BROADCASTING.

Situations Wanted (Cont'd)

Program manager-director-writer-producer. Fifteen years experience 50 kw station and network. Thoroughly familiar with all phases of programming production including good working knowledge of television. Well equipped to handle personnel problems and responsibilities. Excellent public relations record. Conscientious worker with initiative and orginality. Age 40, married. Personal interview, depending upon distance, can be arranged. Available July 16th. Box 762, BROADCASTING.

Discharged serviceman—First class license, now employed, middlewest preferred. Box 764, BROADCASTING.

Station manager. Now successfully managing southern regional. Wants connection offering greater opportunity. Ten years experience. Qualified all phases station administration. Excellent record. References. Interview. Box 765, BROADCASTING.

Woman continuity writer—Year and a half experience (capable of handling woman's program) desires permanent position with small, medium size station. Box 769, BROADCASTING.

Discharged veteran, 3 years experience announcing, newscasting desires position with station offering me postwar future. Available immediately. Box 770, BROADCASTING.

News manager—Available July 1. Network and local station experience for 15 years. Excellent writer, director and newscaster who can really do a job. Write or wire to 5980 Yucca Street, Hollywood, Calif.

Announcer—Girl, but good. Can write. Know Spanish. Prefer west. Salary necessary but insignificant. Box 774, BROADCASTING.

Experienced announcer-newscaster for permanent staff position 5 to 50 kw. station. Good professional and personal references. Box 775, BROADCASTING.

Announcer-program director. Army discharge. Age 28. Operate "board" and write copy. At present with 5 kw CBS outlet. Box 779, BROADCASTING.

Station managers—Is your station run down, minus the pep and energy you want? Is your production logy and listless? Here's amazing relief. Starting Sept. 15, for less than you'd imagine, you can get a production manager who is capable of putting a new touch in your tempo, and new highs in your hooper, a man who is able to produce, direct, write and emcee to your stations advantage. For further details, without obligation, write to Box 780, BROADCASTING.

Production manager, announcer, emcee, fifteen years radio, ten with CBS, NBC, MBS affiliates. No writing, supervision only. Married, 4F, thirty-six, prefer Florida, west coast, references, voice recording on request. Box 782, BROADCASTING.

Wanted to Buy

Wanted—Two Gates CB-7 turntable chassis or equal. Cash. Box 756, BROADCASTING.

Will purchase station or controlling interest. Any size, any location. Confidential. Box 781, BROADCASTING.

For Sale

For Sale—Four Western Electric lateral-vertical reproducers, including arms, T-brackets, repeat coils, switches. Reproducer heads, type 9-A, never used, in original sealed cartons. Priced $180.00 per complete set. A real opportunity to get immediate delivery of first grade equipment. KALE, Inc., Box 31, Portland 7, Oreg.

Miscellaneous

Radio towers—2, 125' self supporting riveted towers. Will erect anywhere. Daniel Marr & Son Co., 384 Dorchester Ave., So. Boston, Mass.

LELAND POWERS
SCHOOL OF
RADIO and THEATRE

Comprehensive 2-year course in Radio and Theatre Arts

Announcing — *Diction*
Newscasting — *Acting*
Advertising — *Make-Up*
Script Writing — *Theatre*
Radio Music — *Television*
Production — *Voice*
Station Routine

Faculty of professionals
Send for list of available graduates.
HAVEN M. POWERS
25 Evans Way, Boston 15, Mass.

ENGINEERS

Prominent midwestern manufacturer of radio transmitting equipment is looking for two graduate engineers for development work in AM and FM transmitters. Starting salary good and future for advancement excellent.

BOX 763, BROADCASTING

NETWORK SALESMAN

Capable, experienced men wanted for new streamlined transcontinental network for New York, Chicago and Hollywood offices. Do not phone. Give complete qualifications in first letter.

ABC NETWORK
500 Keeler Bldg.
Grand Rapids, Mich.

'No Greater Love'

UNTIL larger quarters can be provided, the staff of WGL Fort Wayne, Ind., bought recently from Westinghouse by Farnsworth Radio & Television Corp., manages to work under probably the most cramped conditions in the history of broadcasting. In a space approximately 18 x 28 ft. in what was formerly a recreational room for announcers, both the business office and announcing staff function. Besides 14 desks, the room contains eight file cabinets, a mimeograph machine, a large cabinet for phonograph records, a stationery and supply cabinet, telephone switchboard and teletype. As many as 20 people work harmoniously in this room. "Only a great love for radio and a promise of new spacious quarters could or would cause such a friendly spirit to pervade this peopled room," says Frank V. Webb, WGL general manager.

WCBW Adds Space

WCBW, CBS television station, has added 3,000 square feet of floor space to its quarters in the Grand Central Terminal, New York, bringing the total to 25,000 square feet for studios, offices, workshops and storage. New space, on the second floor, comprises two sections, one to be used for video research and as a viewing room accommodating 20 persons, the other for carpentry shops. The present third floor space is being revamped

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At Deadline...

PEACE TABLE PROTECTION NEEDED, SAYS WHEELER

AMERICAN communications must be "protected at the peace table", Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, declared Friday on his return with a Senate subcommittee and FCC Chairman Paul A. Porter from a month's tour of Europe. The committee will report directly to President Truman.

Mr. Porter returned sporting new horn-rimmed glasses, his rimless spectacles having become a casualty on a jeep trip in the ETO. In the party, which left Washington May 14 and returned June 14, were, besides Chairmen Wheeler and Porter: Sens. McFarland (D-Ariz.), Hawkes (R-N.J.) and Capehart (R-Ind.); Ed Craney, head of KGIR Butte, Mont. and the Z-Bar Network, who was Sen. Wheeler's technical adviser; Rear Adm. Joseph R. Redman, director of Naval Communications; his aide, Comdr. Henry Williams Jr.; Maj. Gen. Frank E. Stoner, chief, Army Communications Service, Signal Corps; Maj. Joseph J. Smetana, control officer, Army Communications Service; Lt. Edward Cooper, secretary of the Senate subcommittee on international communications.

COCA COLA GETS SUNDAY NIGHT FOR BAND SERIES

ON JULY 15, *Double or Nothing* moves to Sunday night 9:30-10 p.m. on Mutual, clearing the way for Coca Cola's *Victory Parade of Spotlight Bands* to take over the Friday night Mutual spot, 9:30-10 p.m. Cedric Foster's Sunday night news program, 9:30-9:45 p.m., sponsored on MBS by the Employers Group, Boston, on July 8 goes into 6:30-6:45 p.m. spot which Upton Close vacates July 1. Dorothy Thompson's news broadcast, 9:45-10 p.m. Sunday, MBS, concluded yesterday (June 17) with expiration of her contract with Trimount Clothing Co., New York.

The Coca Cola program goes to Mutual June 18, 9:30-10 p.m., Mondays and Wednesdays, with Friday spot added July 15 following the shift of *Double or Nothing*, sponsored by Pharmaco Inc., Newark, for Feenamint. Agency for Pharmaco is Ruthrauff & Ryan, New York; for Coca Cola, D'Arcy Adv. Co.

COSGROVE REELECTED AT RMA BOARD MEETING

RADIO MANUFACTURERS ASSN. reelected as president R. C. Cosgrove, vice-president of Crosley Corp., at conclusion of two-day meeting in Chicago (story on page 68). Three vice-presidents and ten retiring directors were also reelected. Two new vice-presidents are M. P. Balcom, of Sylvania Electric Products, Emporium, Pa., and George Lewis, of Federal Telephone & Radio Corp., New York. New director is H. J. Hoffman, Machlett Labs., Norwalk, Conn.

Mr. Cosgrove wired OPA Administrator Chester Bowles on behalf of the RMA asking that a price policy on household radio sets and equipment be set up. RMA directors adopted a resolution calling attention to 25th anniversary of radio this year and authorizing RMA Advertising Committee to prepare tribute to industry for presentation later this year to the NAB. Mr. Cosgrove predicted all restrictions on civilian radio production, except priorities to insure full war production, would be lifted about Oct. 1 by WPB. He saw danger of industry overproduction.

COMPROMISE IS REACHED ON ILLINOIS LIBEL BILL

AMENDED version of Illinois criminal libel bill, acceptable to WGN as well as downstate stations, was reported favorably late last week by the Senate Judiciary Committee of Legislature. Original bill, lacking protection asked by stations, is in House on second reading. House as a rule accepts Senate amendments when there are parallel bills (H-349, S-235).

Compromise bill providing year in jail and $500 fine upon libel conviction now protects independent stations against ad lib remarks; protects network outlets from network programs since they have no way of knowing what's coming; protects stations against speeches by political candidates when they can't censor.

Leslie C. Johnson, general manager of WHBF Rock Island and NAB board member, represented 16 downstate stations in working out compromise.

Closed Circuit

(*Continued from page 4*)

sion last week. Understood Paul F. Peter, NAB research head, is to take an executive post in the organization, title yet to be determined [BROADCASTING, June 11]. Barry Rumple of NBC moves into the NAB research job June 30. Meanwhile, possibility that John Churchill of CBS will become a BMB executive is not to be ruled out. At all events, it was clear Mr. Peter is moving out of NAB and Mr. Rumple is moving in. Sheldon R. Coons, RCA-NBC business consultant who also supervised NAB Retail Sales Promotion plan, is trying to recruit successor for Mr. Rumple. Hugh Feltis, BMB president, and J. Harold Ryan, NAB president, were in a huddle last weekend.

BROADCASTERS working with FCC on preclear channel hearing surveys are alarmed over nature of questions on rural radio coverage. It's alleged questionnaire prepared by Bureau of Agricultural Economics of Dept. of Agriculture is "loaded" to show there's something wrong with rural coverage. Entire project is supposed to be secret and questions are to be put on interview rather than mail basis. Cancellation of *National Farm & Home Hour* last year has caused deep resentment in official farm quarters where contention is that farm talks rather than top rated comedy shows are preferred. Regular audience surveys, however, show rural and urban radio tastes practically identical.

ANOTHER McGEE

JIM and Marian Jordan (Fibber McGee and Molly) on Friday denied any connection with a scheme to collect dimes for the purchase of Bonds for "GI Joe McGee". A form letter, apparently widely circulated, has asked recipients to "send a dime to Fibber McGee at Worcester, Mass.", the money to be used "to buy War Bonds for GI Joe McGee (no relation) who recently got out of jail after being sentenced to two years for slapping some arrogant German prisoners."

People

CAPT. HARRY C. BUTCHER, USNR, naval aide to Gen. Eisenhower, was among 26 SHAEF officers awarded the Bronze Star in Paris last Friday. Capt. Butcher, former CBS Washington vice-president, was to return to Washington today (June 18) with the Eisenhower entourage. (See story page 20.)

JAMES L. McDOWELL, for 10 years a member of the FCC Law Dept., has resigned to become public relations director of KPRO Riverside, Cal., effective July 1.

MYRON GOLDEN, assistant continuity editor of NBC central division, Chicago, on June 25 becomes script editor of Grant Adv., Chicago.

CROSLEY-WLW SALE

(*Continued from page 4*)

ing radios as well as phonographs. In 1928 he acquired WSAI, sold a year ago to Marshall Field for $550,000.

Meanwhile the corporation expanded into the manufacture of refrigerators, home electrical appliances, and home air-conditioning units. In 1938 the company became the Crosley Corp., dropping the word "radio" from its name, and a short time later Crosley began the manufacture of midget two-cylinder cars. Whether the automotive operations are included in the current transaction was not revealed. It is known, however, that Mr. Crosley always has aspired to produce a low-priced passenger car, having experimented in that field more than two decades ago. Mr. Crosley purchased the Cincinnati Reds of the National League in 1934 and has since been president of the Cincinnati Baseball Club.

Emanuel Controlled

Aviation Corp., formed in 1929, has been controlled by Mr. Emanuel for about 10 years. Its net profits on manufacturing operations totalled more than $3,000,000 last year.

Manufacturing units of Aviation Corp. include Lycoming Division, Williamsport, Pa.; American Propeller Corp., Toledo, wholly owned subsidiary; Republic Aircraft Products Division, Detroit; Northern Aircraft Products Division, Toledo, and Spencer Heating Division, Williamsport.

Associated companies are Consolidated Vultee Aircraft Corp., 29.6% of common stock; New York Shipbuilding Corp., 59.3% of founder stock, equivalent to 20.7% of total equity stock; American Central Mfg. Corp., 60.8% of common stock.

Investments include American Airlines, 24.1% of common stock; Pan American Airways Corp., 9.2% of common stock, and Roosevelt Field Inc., 20% of common stock.

Products manufactured by Aviation Corp. include four-engine bombers, other airplane models, cruisers, aircraft carriers, aircraft engines, propeller blades, jeep and truck bodies, wing sections, aircraft sections for other manufacturers, precision parts and other specialized war materials.

Last Feb. 1 Mr. Emanuel became chairman of the board and the presidency was assumed by Irving B. Babcock, formerly vice-president of General Motors Corp., president of Yellow Truck & Coach Mfg. Co. and other automotive operations. Mr. Emanuel, however, continued as chief executive officer. Other officers of the company include William F. Wise, executive vice-president; L. I. Hartmeyer, vice-president; Bert Conway, vice-president, manufacturing; Ira J. Snader, vice-president, labor; and W. A. Mogensen, vice-president and treasurer.

ADVERTISING MUST PACE PROGRESS

How Advertising Helped *Stabilize* Employment

After Procter & Gamble began its uninterrupted advertising of Ivory Soap in 1882, it became apparent *consistent* advertising produces *consistent* sales. This knowledge, later applied to the Company's other advertised brands, brought about a revision in marketing policies, and was followed in 1923 by a Guaranteed Employment Plan. Procter & Gamble's regular hourly-wage employees are guaranteed a minimum of 48 weeks' employment per year. Ivory Soap offers one of the first and most notable examples of the stabilizing influence of advertising on our social order.

IN THE HOMES OF THE PEOPLE.
IT is significant that in homes of wealth where the very best is demanded, Ivory Soap is used in the nursery. At the same time, in hundreds of families where economy decides the choice, Ivory Soap is selected. Thus its purity attracts the rich; its economy attracts the poor. High quality and low cost: is there any better combination?

In the DISTRIBUTION DECADE
advertising must again be a stabilizing force!

AFTER Victory comes the Distribution Decade. And with this era will come responsibilities and opportunities aplenty for Advertising.

There will be ample manpower, money, materials and production facilities to produce goods. There will be purchasing power to consume them. But on Advertising will rest a large measure of the burden of quickening the flow of merchandise between producer and consumer, if we are to avoid widespread and disastrous unemployment.

Doing a straight "selling" job will not be enough. Advertising must not only create demands, but it must also help *stabilize* our economy by regulating these demands to meet our national production potentials.

Agency men with an eye to the future are working out plans for the Distribution Decade — now. So are we here at the Nation's Station. When the time comes, we will have much of interest to tell you of the great 4-State market that is WLW-land.

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